Directory of Top 200 Millionaire Brands

Media expenditures in eight major media (magazines, supps, newspapers, network tv, spot tv, network radio, spot radio, outdoor) in 1983 and 1984 — Key media decision makers in companies and their agencies. These brands spend about half of total.

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1. SEARS

Sears, Roebuck and Co.

	media dollars 1983*	media dollars 1984
Magazines	$ 23,903,000	$ 17,057,000
Natl. Sun. mags.	397,000	557,000
Newspapers	417,000,000	423,000,000
Network tv	62,706,000	147,951,000
Spot tv	20,866,000	30,947,000
Network radio	9,565,000	7,628,000
Spot radio	2,970,000	6,079,000
Outdoor	31,000	42,000
Total	**$537,442,000**	**$633,261,000**

* revised

Classification: all retail
Marketing/brand management:
Natl rel adv mgr, William Cora
Natl adv srvc mgr, Jack Lewis
Mgr natl media srvcs, Bernie Miller (magazines, broadcast)
Mgr bdcst oper, Barbara Drier
Agencies: Ogilvy & Mather, Chicago
(Hardlines: auto, recreation, home improvements; Business System Centers; network tv prime time buying; spot tv & spot radio buying)
Sr vp-mgmt dir, Bill Whitney
Sr vp-mgmt suprs: John Seifert, Robert Carlton, Robert Vail
Sr vp-grp dir, Allan Mager
Vp-acct suprs: Bob Carleton, Art Schulbaum, Stan Delaney
Sr vp-media dir, Bill Behrmann
Vp-assoc media dirs: Tom Bell, Steve Lonning
Media suprs: Dave Flockencier, Jeanne Johnson, Marilyn Kelly
Asst plnrs: Laurie Segal, Barbara Anderson, Jon Kvill
FCB, Chicago
(Sears Financial Network)
Sr vp-grp acct dir, Paul Vernon
Sr vp-dir of media, Fred Wray
Stern Walters/Earle Ludgin, Chicago
(Direct marketing media)
Sr vp-mgmt rep, Maryanne Friend
Acct suprs: Tom Radioff, Burt Thomas
Vp-media dir, Don Kaminky
Media suprs: John Kacmarek, John Zebell, Linda McLaughlin
Media plnrs: Cynthia Bauer, Jody Oshita
Needham Harper Worldwide, Chicago
(Softlines: home fashions; tv sports: network tv & radio)
Pres, Chicago, C. A. Wolfe
Sr vp-grp acct dir, Robert Levin
Mgmt rep, Thomas Hanft
Acct suprs: Gary Benz (apparel), Carole Black (home fashions), Karen Wagenknecht (merchandise group)
Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Vp-assoc media dir, Geoffrey McClelland
Media supr, Judith Fischer
Hispania/JWT, Chicago
(Spanish markets)
Sr vp-gen mgr, Caroline Demy (N.Y.)
Acct supr, Kathy Nicolini
Media dir, Nancy Tellet (N.Y.)

2. K MART

K mart Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 11,039,000	$ 14,762,000
Natl. Sun. mags.	—	—
Newspapers	336,000,000	372,000,000
Network tv	23,539,000	42,088,000
Spot tv	7,977,000	12,906,000
Network radio	—	490,000
Spot radio	4,850,000	6,431,000
Outdoor	54,000	228,000
Total	**$383,459,000**	**$448,905,000**

Classification: all retail
Marketing/brand management:
Vp-store plng, R. R. Dejaeghere
Vp-sales & mktg, J. L. Moser
Dir mktg, Edward J. Kreitz
Dir crtv adv, B. Di Bartolomeo
Agency: Ross Roy, Detroit
Exec vp-ret oper, Peter Vetowich
Exec vp-dir crtv adv, Jack Frakes
Sr vp-grp acct supr, Byron Shaffer
Vp-grp acct supr, Roger Sherman
Sr vp-mktg srvcs, Gerald Moody
Vp-grp media dirs: Alfred A. Duz (print), Patricia Cuda (bdcst)

3. AT&T

	media dollars 1983	media dollars 1984
Magazines	$ 53,574,000	$ 78,864,000
Natl. Sun. mags.	2,875,000	2,874,000
Newspapers	24,136,000	47,865,000
Network tv	144,285,000	253,117,000
Spot tv	41,339,000	17,147,000
Network radio	9,512,000	16,344,000
Spot radio	27,949,000	6,216,000
Outdoor	39,000	36,000
Total	**$303,709,000**	**$422,463,000**

Classification: communications (LNA B-140)
Marketing/brand management:
(AT&T Corporate)
Sr vp-pub rel, Edward M. Block
Vp-corp adv srvc, James L. Brunson
Div mgrs, corp adv: David Shaver, Mary Delle Stelzer
(AT&T Technologies)
Adv dir, R. J. Martin
(AT&T Communications)
Vp-con mkts srvcs, R. J. Ranalli
Dir of adv, Kim Armstrong
(AT&T Information Systems)
Vp, Hal Burlingame
Dir of adv, Richard Draper
(AT&T Consumer Products)
Exec dir mktg, Frank Russo
Mgr adv & prom, Lee Blitoh
Agencies: N W Ayer, N.Y.
(corporate/inform)
Exec-vp-exec acct dir, Thomas F. Maxey
Sr vp-mgmt supr, Howard Stoner
Vp-acct supr, John Quigley
Vp-assoc-media dir, Suzanne Kaufmann
(AT&T Communications — long distance residential)
Sr vp-exec acct dir, Stan Mattison
Sr vp mgmt supr, Fred McClafferty
Vp-acct suprs: Anne MacDonald, Victoria Squires
Sr vp-grp media dir, Beth Gordon
Assoc media dir, Mitch Burg
(Consumer Products)
Sr vp-exec acct dir, Ruth A. Salevouris

Sr vp-mgmt supr, Lee Rubin
Vp-acct suprs: Jack Rayher, Linda Stack, Alison Danis
Sr vp-grp media dir, Jane Twyon
Vp-assoc media dir, George Ortiz
(Phone Centers)
Sr vp-exec acct dir, Ruth A. Salevouris
Vp-mgmt supr, Dick May
Sr vp-grp media dir, Jane Twyon
Vp-assoc media dir, George Ortiz
McCann-Erickson, N.Y.
(AT&T Communications)
Sr vp-mgmt rep, Hank O'Brien
Sr vp-acct dir, Tom Driscoll
Acct supr, Eric Keshin
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli
Ogilvy & Mather, N.Y.
(AT&T Information Systems)
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Andrea McAleer
Asst media dir, Susan Collins
Sr vp-grp dir, Kelly O'Dea
Vp-mgmt suprs: Irene Frary, Jeffrey Bertrand, Gary Gigot
Acct suprs: McKeldon Smith, Kathy Moriarty, Mary Gail Senko, Audrey Shuman
UniWorld Group, N.Y.
(Minority marketing)
Vp-acct supr, Linda Dukette
Media dir, Sherri Cherot
Bermudez & Associates, Los Angeles
(Spanish markets)
Vp-acct srvcs, Marguerite Cueto
Media dir, Debra Nason

4. PENNEY'S
J. C. Penney

	media dollars	
	1983	1984
Magazines	$ 19,745,000	$ 14,033,000
Natl. Sun. mags.	—	179,000
Newspapers	275,000,000	341,000,000
Network tv	31,858,000	34,030,000
Spot tv	15,233,000	12,872,000
Network radio	—	—
Spot radio	134,000	83,000
Outdoor	20,000	155,000
Total	**$341,990,000**	**$402,352,000**

Classification: all retail
Marketing/brand management:
Vp-dir of corp mktg, H. Prindiville
Mgr of mktg comm, William Ferguson
Mgr media srvcs, James F. Boynton
Natl media plnr, Dave Wood
Adv mgr, Edward Hayward (financial services)
Dir of insurance oper, Joseph De Melio
Adv/prom mgr, Rose Baker
(Catalog division)
Sr vp-dir, Rod Birkins
Dir cat mdsg, Julius Debbs
Mgr cat mktg, Demos Zacharia
Dir cat adv & pubs, William Kelly
Agencies: N W Ayer, N.Y.
(retail)
Sr vp-mgmt supr, Charles Meding
Vp-acct supr, Irma Damhuis
Vp-acct supr, James Hanzlik
Sr vp-grp media dir, Jane Twyon
Vp-assoc media dir, Allen Brivic (financial services)
Sr vp-exec acct dir, Ruth Salevouris
Sr vp-mgmt supr, Gerald Coleman
Vp-acct supr, Henry A. Hartwell, III
Vp-assoc media dir, Richard Alcott
D'Arcy MacManus Masius/N.Y.
(catalog division)
Exec vp-grp dir, Stephen R. Seiter
Vp-mgmt supr, Dan Cole
Vp-acct supr, John Roth
Sr vp-media dir, Raymond A. McArdle
Vp-assoc media dir, Doug MacMullan

5. FORD cars & trucks
Ford Motor

	media dollars	
	1983	1984
Magazines	$ 61,542,000	$ 71,271,000
Natl. Sun. mags.	404,000	28,000
Newspapers	31,714,000	40,529,000
Network tv	133,887,000	122,255,000
Spot tv	61,450,000	96,404,000
Network radio	6,345,000	728,000
Spot radio	4,982,000	7,770,000
Outdoor	4,444,000	3,939,000
Total	**$304,768,000**	**$342,924,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120); tractors (LNA T-660)
Marketing/brand management:
(Ford Division)
Gen mktg mgr, T. J. Wagner
Adv mgr, E. B. Ford II
Natl adv mgr, R. J. Gillooly
Dealer adv mgr, Jon Deimel
(Ford Tractor Operations)
Mktg mgr, John Chuchman
Adv/sales prom, A. Pridgeon
Agencies: JWT, Dearborn, MI
(Ford Division)
Exec vp-gen mgr, Joe Schutte
Sr vp-acct dir, Bill Williams
Sr vp-media, Tom Healy
Sr vp-grp media dir, Robert Mancini, (cars/trucks)
Vp-media dirs: Howard Spokes (cars),
Sr vp-bdcst supr, Ron Frederick
Meldrum & Fewsmith, Southfield, MI
(Tractors)
Sr vp-gen mgr, J. C. Bryan
Vp acct supr, R. R. Kracoe
Vp media dir, George Hay
Wells, Rich, Greene, N.Y. & Detroit
(Corporate, aerospace, glass, electrical, land, credit)
Sr vp-mgng dir, Jim Lawrence (Detroit)
Sr vp-corp media dir., Bob Geis (N.Y.)
Vp-media dir, Shel Jones (Detroit)
Hispania/JWT, New York
(Spanish markets)
Sr vp-gen mgr, Caroline Demy
Acct supr, Yvette France
Media dir, Nancy Tellet
Burrell, Chicago
(Black markets)
Mgmt supr, Thomas J. Burrell
Media dir, Nick Howse
Sr media plnr, Zeline Kelly

6. CHEVROLET cars & trucks
General Motors

	media dollars	
	1983	1984
Magazines	$ 31,560,000	$ 24,771,000
Natl. Sun. mags.	394,000	—
Newspapers	23,472,000	37,935,000
Network tv	93,362,000	114,650,000
Spot tv	42,563,000	70,173,000
Network radio	159,000	268,000
Spot radio	11,337,000	15,585,000
Outdoor	5,487,000	5,588,000
Total	**$208,334,000**	**$268,970,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Gen mgr, Robert D. Berger
Gen dir mktg, Thomas Staudt
Dir natl adv, T. R. Chick
Adv mgrs: S. D. McAvoy (cars), H. J. Cordes (trucks & wagons)
Agency: Campbell-Ewald, Detroit

The expenditures in the eight major national advertising media of the top 200 advertised brands represents about 49% of all dollars invested in those media. For more detailed information on how each brand spends its ad dollars and for how other brands (those with budgets totalling less than $21.0 million in the eight major media) split their budgets, the sources are Leading National Advertisers, Broadcast Advertiser Reports, Media Records, and Radio Expenditure Reports.

Exec vp-acct dir, William J. Tausch
Sr vp-mgmt suprs: Don Williams (small cars), Bud Allen (big cars), Tony Hopp (trucks)
Exec vp-media dir, Louis M. Schultz
Sr vp-assoc media dir, Ronald D. Geskey
Sr vp-dir bdcst buying, Duane Kell
Sr vp-media grp mgr, Karen Ritchie (trucks)
Vp-media grp suprs: Jack Martin, Dennis Ricci (cars)

7. McDONALD's
McDonald's Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 249,000	$ 672,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	80,931,000	162,462,000
Spot tv	105,025,000	91,454,000
Network radio	781,000	—
Spot radio	2,077,000	3,827,000
Outdoor	4,295,000	5,129,000
Total	**$193,358,000**	**$263,544,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec vp-mktg, Paul D. Schrage
Vp-natl mktg, David B. Green
Dir of media, Laurie A. Grace
Asst vp-mktg, Emil Teri
Agencies: Leo Burnett, Chicago
Exec vp-media srvcs div, Willard Hadlock
Media dirs: Sally Hunter, Mary Ann Cycyota
Acct dirs: Michael Allen, Jerry Conner
Burrell, Chicago
(Black markets)
Acct dir, Ron Williams
Acct supr, Wendy Potter
Acct exec, Kevin Newell
Media dir, Nick Howse
Media supr, Sharman Davis
Conill Advertising, N.Y.
(Hispanic markets)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

Four-year trend totals start on page 52.

8. WARDS
Mobil Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 182,000	$ 577,000
Natl. Sun. mags.	—	69,000
Newspapers	168,000,000	201,000,000
Network tv	—	—
Spot tv	9,290,000	10,324,000
Network radio	—	—
Spot radio	754,000	175,000
Outdoor	13,000	4,000
Total	**$178,239,000**	**$212,149,000**

Classification: all retail
Marketing/brand management:
Exec vp-mktg, Charles J. Miller
Exec vp-adv/sales prom, David Snell
Corp media dir, Carol Brewster
Admin adv mgr, E. D. Hawley
Agency: Media Bureau Intl., Chicago
(Media buying)
Pres, Richard Pickett
Vp, Norma Wren
Sr media buyers: Peg Coty, Marilyn Hoarty
Sr print buyer, J. Snyder

9. IBM
International Business Machines

	media dollars 1983	media dollars 1984
Magazines	$27,172,000	$ 62,097,000
Natl. Sun. mags.	1,057,000	2,535,000
Newspapers	11,720,000	33,947,000
Network tv	52,409,000	78,617,000
Spot tv	5,006,000	5,669,000
Network radio	507,000	—
Spot radio	5,474,000	6,386,000
Outdoor	13,000	13,000
Total	**$103,358,000**	**$189,264,000**

Classification: office machines (LNA B-320); computers (LNA B-310)
Marketing/brand management:
Dir adv, C. G. Francis
Mgr corp print, Roger Baker
Mgr corp tv, Michael Gury
(Information Systems Group)
Dir of adv, Antoinette Emerson
Mgrs of adv: Don Butters, Bill Harrison
(National Marketing Div)
Mgr adv, Bob Vatalaro
(National Account Div)
Mgr adv, Bob Blair
(Federal Systems)
Mgr adv, Mary Jo Barnes
(IBM World Trade — A/FE)
Mgr adv, Dick Morris
(Entry Systems Div)
Dir adv & prom, Darby Coker
Mgr adv, Bob O'Leary
(IBM Credit Corp.)
Mgr comm, Peter Lange
(National Distribution Div)
Mgr adv, Zoke Seligsohn
Mgr adv oper, John Godin
Agencies: DDB, New York
Exec vp, Lloyd Highbloom
Vp-acct supr, Ned Brown
Sr vp-mgmt supr, Joe Dell Aquila (ISG)
Exec vp-media & prog, Mike Drexler
Vp-media plng dir, Conant Sawyer
Assoc media plng dir, Shirlyn Mandel
Lord, Geller, Federico, Einstein, N.Y.
Dir acct srvcs, Robert Wells
Sr vp-acct dir, William Wardell
(Corporate)
Sr-mgmt supr, Albert Berger
Vp-mgmt supr, Tina McDermott
Vp-acct supr, Moira Hearne
Acct supr, Tunis Denise
Acct exec, Abby Warner (personal computers)
Sr vp-mgmt supr, C. Dayton Titsworth
Vp-acct supr, Gerry Hyde
Acct coor, Fred Mauer
Acct suprs: Scott Lackey, Martha Pease, Jerry Dyson
Acct execs: Don Kurn, D. de Simone, Debbie Rundlett, David Mozes
Vp-media dir, Marianne Caponnetto
Assoc media dirs: Mark Hintsa (corporate); Larry Orell (personal computers)
Geer, DuBois, New York
(Information Systems Group)
Sr vp-grp mgmt supr, John V. Allen
Vp-mgmt supr, Steve Farricker
Vp-acct supr, Linda Wenger
Acct execs: Brian McAuliffe, Wendy Forman, Harriette Shiland, Zel Bianco, Peter Gordon
Sr vp-media dir, Joy Sliwa
Saatchi & Saatchi Compton, N.Y.
(Collateral materials, audio/visual, direct response programs)
Sr vp-mgmt supr, John Ammon
Sr acct exec, Susan Hills
Acct execs: Anne Bush, Frank Conway, Joan Hutton, Randy Weddle
HCM/New York
(IBM Federal Systems)
Vp-mgmt supr, Jim Waechter
Sr vp-dir of media, Carla Loffredo
Media supr, Merrille Leder
Sr plnr, Amanda Sawyer
Chapman Direct, N.Y.
Vp-acct supr, Frank Galey
Leber Katz Partners
Exec vp, Samuel Eisnitz
Acct grp supr, Charles Zabielski
Wunderman, Ricotta & Kline
Sr vp, Constance Snapp

10. NISSAN cars, trucks

Nissan Motors Ltd.
(includes Datsun)

	media dollars 1983	1984
Magazines	$ 13,373,000	$ 15,022,000
Natl. Sun. mags	96,000	169,000
Newspapers	9,276,000	13,248,000
Network tv	33,603,000	50,666,000
Spot tv	53,157,000	85,377,000
Network radio	—	—
Spot radio	10,850,000	7,583,000
Outdoor	1,556,000	1,981,000
Total	**$121,911,000**	**$174,046,000**

Classifications: passenger cars (LNA T-110); trucks (LNA-T-120)
Marketing/brand management:
Vp-mktg srvcs, Bob Kent
Dir adv, Joe Opre
Media plng mgr, Susan Furedi
Agency: William Esty, N.Y.
Sr vp-acct dir, Bob Crothers (L.A.)
Sr vp-media dir, Peter Triolo (N.Y.)
Sr vp-grp media dir, Lucielle Gionet
Assoc media dirs: Patricia Halliwell (N.Y.), Jolene Fredrick (L.A.)
Media supr, (N.Y.), Phyllis Joseph

11. KELLOGG'S products

Kellogg Co.

	media dollars 1983	1984
Magazines	$ 6,181,000	$ 651,000
Natl. Sun. mags.	290,000	283,000
Newspapers	2,395,000	1,232,000
Network tv	73,006,000	121,951,000
Spot tv	34,130,000	34,300,000
Network radio	—	—
Spot radio	460,000	370,000
Outdoor	8,000	11,000
Total	**$116,470,000**	**$158,798,000**

Classifications: cereals (LNA F-122), bakery goods (LNA F-160)
Marketing/brand management:
Exec vp-sales & mktg, M. D. Simpson
Vp-mktg, W. H. Weintraub
Agencies: Leo Burnett, Chicago
(RTE cereals)
Exec vp-client srvcs, W. T. Lynch
Sr vp-acct dir, J. M. Jenness
Vp, Del Collins
Exec vp-media srvcs div, Willard Hadlock
Media dirs: Lincoln Bumba, Robert Wisniewski
J. Walter Thompson, Chicago
Sr vp-grp acct dir, J. F. Tukey
Vp-acct dir, M. O. Kurz
Vp-grp acct media dir, Honora Dee

12. DODGE cars and trucks

Chrysler Corp.

	media dollars 1983	1984
Magazines	$ 19,327,000	$ 33,307,000
Natl. Sun. mags.	137,000	1,472,000
Newspapers	16,985,000	18,480,000
Network tv	35,608,000	44,117,000
Spot tv	25,271,000	40,756,000
Network radio	2,179,000	2,988,000
Spot radio	2,642,000	9,783,000
Outdoor	808,000	1,130,000
Total	**$102,957,000**	**$152,033,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Vp-mktg, J. A. Campana
(cars and trucks)
Gen mktg mgr, J. B. Damoose
Natl adv mgr, A. C. Kesteloot
Adv mgrs: L. F. Farrell (cars), W. Tracey (trucks), M. O'Malley (fwd plng), J. Kelley (dealer)
Agency: BBDO, Detroit
Exec vp-gen mgr, Bill Kell
Sr vp-mgmt suprs: Bill Oswold (cars), Ken Steadman (trucks)
Sr vp-exec dir media srvcs, Eugene McCarthy
Vp-media dirs: Joe Caponigro (trucks), Ted Zahrfeld (cars)
Vp-mgr tv/radio, Susan Stoll
Vp-media supr, Larry Harrabadian (cars)
Media supr, Mark Lowlands (trucks)
Media mgr-media resources, Fred Sattler

13. BUDWEISER beer

Anheuser-Busch

	media dollars 1983	1984
Magazines	$ 5,208,000	$ 2,907,000
Natl. Sun. mags.	—	—
Newspapers	2,242,000	2,246,000
Network tv	68,165,000	93,421,000
Spot tv	30,094,000	29,087,000
Network radio	4,052,000	2,179,000
Spot radio	19,804,000	17,660,000
Outdoor	2,217,000	2,123,000
Total	**$131,782,000**	**$149,623,000**

Classification: beer (LNA-F-310)
Marketing/brand management:
Exec vp-mktg, Michael J. Roarty
Vp-brand mgmt, Jack MacDonough
Grp mktg mgr, Thomas R. Sharbaugh
Sr prod mgrs: Bob Merz, Bob Goughenour (Bud Light)
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Agencies: D'Arcy-MacManus Masius, St. Louis
Vp-grp acct supr, Todd Abrams
Sr acct exec, Rich Lalley
Acct execs: Fred Wolter, Mike McNeal
Sr vp-grp media dir, Steve Phelps
Vp-assoc media dir, Beth Seib
Media supr, Carol Grisham
Media plnrs: Sue Aubuchon, Robin Droste
Media assts: Tom Kloeppinger, Tom Westcott
Needham Harper Worldwide, Chicago
(Bud Light)
Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Sr vp-dir media oper, William F. Heimann
Vp-assoc media dir, Gary Mueller
Media supr, Ellen Robinson
Sr vp-grp acct dir, Ron Bess
Vp-acct supr, John Greening
Acct exec, Stephens Jackson
Asst acct exec, Debra Rosenberg
Acct coor, Ginny Zook
Castor Spanish Intl., N.Y.
(Spanish markets — product)
Pres, Castor Fernandez
Vp-gen mgr, Jorge Reynardus
Media dir, Carlos Delgado
Media asst, Gustavo Gatell
Media buyer, Nieves Diaz

14. MILLER beer

Philip Morris

	media dollars 1983	1984
Magazines	$ 1,352,000	$ 1,870,000
Natl. Sun. mags.	—	—
Newspapers	1,556,000	1,279,000
Network tv	84,082,000	104,930,000
Spot tv	22,374,000	18,514,000
Network radio	—	—
Spot radio	15,194,000	17,449,000
Outdoor	470,000	657,000
Total	**$125,028,000**	**$144,,699,00**

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-brand mgmt, Robert A. Toledo
Grp prod dirs: Jerome Schmutte (High Life), Jay R. Neidenberg (Lite)
Brand mgrs: William H. Barrett (Lite), Thomas Gresk (new products)
Agencies: Backer & Spielvogel, N.Y.
(Miller Lite)
Sr vp-grp mgmt rep, Jeffrey Palmer
Exec vp-acct srvcs, Bob Holmen
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld

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J. Walter Thompson, U.S.A.
(High Life — Creative only)
Sr vp-mgmt dir, Jim Heekin
Vp-acct dir, Marty Susz
Sr acct supr, Andrew Rider
Mingo-Jones, New York
(ethnic markets)
Sr vp-dir client srvcs, Samuel Chisholm
Sr acct exec, Eric Randolph
Acct suprs: William McGugins (High Life), Marty Fortes (Lite)
Media dir, Ray Brown
Media mgr, Deborah Gray
Media buyer, Diane Shelton

15. TOYOTA
cars and trucks
Toyota Motors

	media dollars	
	1983	1984
Magazines	$12,416,000	$ 15,403,000
Natl. Sun. mags.	26,000	147,000
Newspapers	12,571,000	15,535,000
Network tv	22,853,000	18,544,000
Spot tv	42,506,000	83,116,000
Network radio	20,000	54,000
Spot radio	3,343,000	5,263,000
Outdoor	2,284,000	3,868,000
Total	**$96,019,000**	**$141,930,000**

Classifications: passenger cars (LNA T-110); trucks (LNA T-120)
Marketing/brand management:
Gen mgr, Jim Press
Oper vp-sales/mktg/dist, Robert McCurry
Natl adv mgr, Joseph Corey
Natl adv prgms mgr-media, Sylvia Voegele
Agency: DFS, New York
Mgmt reps: Stuart Upson (N.Y.), Jim Lindsey (L.A.)
Exec vp-dir media srvcs, Allen Banks
Sr vp-sr assoc media dir, Louis Capozzoli
Vp-assoc media dir, John Adams

16. KRAFT
Dart & Kraft Inc.

	media dollars	
	1983	1984
Magazines	$ 23,576,000	$ 22,452,000
Natl. Sun. mags.	1,412,000	1,287,000
Newspapers	4,100,000	2,355,000
Network tv	54,758,000	83,456,000
Spot tv	23,160,000	25,557,000
Network radio	1,984,000	1,129,000
Spot radio	866,000	1,625,000
Outdoor	19,000	34,000
Total	**$109,875,000**	**$137,895,000**

Classifications: cooking products (LNA F-110); dairy products (LNA F-130); prepared foods (LNA F-120); confectionery (LNA F-210)
Marketing/brand management:
Exec vp-gen mgrs: Joseph P. Durrett (grocery products), Robert S. Morrison (refrigerated), Joel E. Weiner (new products)
Vp-dir grocery prods, John S. Craig
Grp brand mgrs: Robert Eckhert (natural cheese), Timothy J. Kregor (cream cheese), Hugh Jolly and Mary K. Haben (processed cheese), E. Hilton Hale (jellies/confections), Charles F. Martin (viscous dressings), Karen Scott (dinners/sauces), J. T. Johnston (margarine)
Brand mgrs: D. Sametz, Paul Golden (pourables)
Vp-dir mktg srvcs, James R. Blocki
Dir adv, R. K. Powell
Mgr adv srvcs, W. Landgraf
Asst prod adv srvc mgr, Cassandra Reese
Agencies: FC&B, Chicago
(Retail Food Group)
Sr vp-grp acct dir, J. J. Cerasani
Vp-acct dirs: Terri Shapiro, Pat Mayland
Acct dirs: Laurie Kasdan (dinners), Linda McGivern (sauces), Jean McClaren (confections), Lisa Bellar (new products)
Sr vp-media dir, Fred Way
Grp media dir, Ralph Katz
Media suprs: Katie Donoval, Marian Ceschin
Needham Harper Worldwide, Chicago
(Parkay, fruit spreads, mustard, Philadelphia Brand dressing, Cheez'n Crackers, new products)
Sr vp-grp acct dir, Jack W. Copher
Vp-acct dir, Kathie McKirdy
Vp-acct suprs: V. K. Nelson, Nancy Van Grinsven, Steven Seyferth
Acct coor, Joanne Grabo
Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Sr vp-dir media oper, William F. Heimann
Vp-assoc media dir, Diane Niederman
Media suprs: Lisa C. Nelson, Vickie Szombathy
JWT, Chicago
(Food service, industrial, cheese, salad products)
Sr vp-grp acct dir, Bruce Beach (retail foods)
Vp-acct dir, Rick Anderson (intl.)
Vp-acct dirs: George Schott, Jerry Johnston, Tim Dorgon (U.S.)
Sr acct suprs: David Lewis, David Blanton, Mac Queen

Acct suprs: Susan Frank, Myron Lyskanwcz, Leslie Berger
Sr vp-media dir, Robert H. Irvine
Sr vp-dir media oper, Ken Ohr
Vp-grp acct media dirs: Robin Lampert, Steve Burger
N W Ayer, Chicago
(Frozen foods)
Sr vp-mgmt supr, Leslie Carothers
Vp-media srvcs dir, Tom Spasari
N W Ayer, N.Y.
(Dairy products group)
Sr vp-exec acct dir, Ruth A. Salevouris
Sr vp-mgmt supr, Kenneth McCarren
Vp-acct supr, Peter Varvara
Sr acct exec, Elizabeth Clement
Sr vp-grp media dir, David Lehmkuhl
Vp-assoc. media dir, Jim Mitchell
Geers Gross, N.Y.
(Dairy products group)
Sr vp-mgmt supr, Dennis Fogarty
Acct suprs: Peter Konigsbacher, Connie Kotlinski, Cheryl Bailey
Sr acct execs: Tricia Benz, Maureen Hutchinson
Exec vp-media dir, Russell Gilsdorf
Vp-assoc media dirs: Joy Gaffigan, Peggy Ianacone
Asst media dirs: Pat Fine, Brian Skelly
Sr plnrs: Sherry Pinkof, Cecilia Pakruda, Scott Bell
Hispania/JWT, Chicago
(Spanish markets)
Sr vp-gen mgr, Caroline Demy (N.Y.)
Acct supr, Kathy Nicolini
Media dir, Nancy Tellet (N.Y.)
Proctor & Gardner, Chicago
(Black markets)
Sr vp-acct supr, Rolfe Kolconay
Vp-media dir, Anthony Moore

17. BURGER KING restaurants

Pillsbury

	media dollars 1983	1984
Magazines	$ 843,000	$ 320,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	35,642,000	51,316,000
Spot tv	46,823,000	78,116,000
Network radio	810,000	—
Spot radio	4,316,000	3,952,000
Outdoor	943,000	740,000
Total	**$89,377,000**	**$134,444,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec vp-mktg, Don Dempsey
Vp-adv/prom, Nick Castaldo
Vp-mkt res, Mike McCaffrey
Dirs adv/prom, Tom Kettinger, Tom Kupciunas, Ray Hood Phillips
Dir field mktg, Tom Sawyer
Agencies: J. Walter Thompson, New York
Sr vp-mgmt dir, Tim Arnold
Sr acct suprs: Nancy Hallberg, Robert Horne
Mgmt supr, Nancy Hallberg
Acct suprs: Kendall Crolius, Daniel Katsin
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-assoc media dir-net neg, Arnold Chase
Vp-assoc media dir, Al Romano
Plnr, Larry Duke
UniWorld Group, N.Y.
(Minority marketing)
Acct suprs: Andy Bonaparte, Jim Miller
Media dir, Sherri Cherot

18. AMERICAN EXPRESS

American Express

	media dollars 1983	1984
Magazines	$15,647,000	$ 20,511,000
Natl. Sun. mags.	895,000	877,000
Newspapers	7,238,000	10,801,000
Network tv	20,597,000	55,690,000
Spot tv	13,649,000	24,342,000
Network radio	3,031,000	2,513,000
Spot radio	2,686,000	6,134,000
Outdoor	67,000	231,000
Total	**$63,810,000**	**$121,099,000**

Classifications: financial (LNA B-150); travel services (LNA T-420)
Marketing/brand management:
Vp adv — worldwide, Richard D. Rosenbloom
(Payment Systems Div)
Vp-FSI mktg srvcs, Joan Bonnett
Dir of adv, Glen Gilbert (cards)
(Service Establishment Marketing)
Supr, Ed O'Hare
(Shearson-Lehman)
Sr exec vp-mktg/natl sales, Joseph J. Plumeri
(Investor's Diversified Services)

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Sr vp-mktg, Jeff Stiefler
Sr vp-field oper, John Kelly
Agencies: Ogilvy & Mather, N.Y.
(IDS, cards, cheques)
Sr vp-grp dir, Shelly Lazarus
Vp-mgmt suprs: Scott Marshall (cards), Steve Gardner (cheques), Keith Bainbridge
Sr vp-assoc media dir, Wilma Epstein
Vp-asst media dir, Linda Fidelman
McCann-Erickson, N.Y.
(Gold cards, Shearson-Lehman)
Sr vp-mgmt rep, Ian Hooper
Vp-acct dir, Tom Beach
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli

19. HONDA

Honda Motor Co.

	media dollars	
	1983	1984
Magazines	$ 19,991,000	$ 15,076,000
Natl. Sun. mags.	459,000	649,000
Newspapers	7,282,000	8,973,000
Network tv	41,529,000	54,944,000
Spot tv	17,976,000	19,620,000
Network radio	2,636,000	2,647,000
Spot radio	10,992,000	6,690,000
Outdoor	2,978,000	908,000
Total	**$103,843,000**	**$109,507,000**

Classifications: motorcycles (LNA G-440); passenger cars (LNA T-110); building equipment (LNA H-520); garden machinery (LNA T-610)
Marketing/brand management:
(passenger cars)
Sr vp, Cliff Schmillen
Natl adv mgr, Eric Conn
(Motorcycles, motor scooters, all-terrain vehicles)
Mgr natl motorcycle adv, Jon Row
Asst natl adv mgr, Wayne Toyoto
Agencies: Needham Harper Worldwide, Los Angeles
Sr vp, Bob Welsh
Sr vp-mgmt rep, Bill Hagelstein
Vp-acct dir, Tom Cavanagh
Acct suprs: Julie Boston, Joan Egan, Tony Andolino
Sr vp-dir of media resources, Emil Iannaccone
Vp-assoc media dir, Stuart de Lima
Dailey & Assoc, Los Angeles
(Motorcycles)
Sr vp-mgmt supr, Don Effler
Vp acct grp supr, Dave Parmenter
Acct supr, Dennis Kanegae
Sr vp-media dir, Marc Feidelson
Vp-assoc media dir, George Troll
Asst media dir, David Acosta
Media supr, Beth Brennan
Wieden & Kennedy/Los Angeles
(Scooters)
Gen mgr, Gary Langstaff
Dir of media, Daniel Hoynacki
Ketchum Advertising, L.A.
(Honda Acura)
Personnel not assigned at press time.

20. COCA-COLA soft drink

(includes Diet Coke, Coke)
Coca-Cola U.S.A.

	media dollars	
	1983	1984
Magazines	$ 541,000	$ 2,264,000
Natl. Sun. mags.	—	104,000
Newspapers	4,267,000	3,892,000
Network tv	15,355,000	52,705,000
Spot tv	45,010,000	39,404,000
Network radio	—	—
Spot radio	5,075,000	6,135,000
Outdoor	2,813,000	3,269,000
Total	**$73,061,000**	**$107,773,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Exec vp-dir corp mktg, Ira Herbert
Sr vp-mktg, Sergio Zyman
Mktg dirs: William Schermerhorn, Patrick Garner, Michael Biendorff
Brand mgrs: Patrick Meyer (regular), Kevin Jeter (reg/caffein-free) Mike Mainthow (diet), Dan Sayre (diet/caffein-free)
Corp media dir — worldwide, William H. Lynn
Corp media mgr, Terri Buckland
Agencies: McCann-Erickson, N.Y./Atlanta
Exec vp-McC-E Worldwide, William C. Thompson, Jr.
Exec vp-McC-E (N.Y.), John Dooner
Sr vp-mgmt rep, David Clapp
Exec vp-U.S. dir media svcs, Gordon Link
Sr vp-media dir, Ira Carlin
SSC&B, New York
(Diet Coke)
Exec vp-Stephen Norcia
Sr vp-mgmt supr, Rudy Bechtel
Acct supr, Becky Broers
Vp-dir media plng, Janice Clements
Vp-assoc media dir, Alan Jurmain
Castor Spanish Intl., N.Y.
(Spanish markets — corporate/product)
Pres, Castor Fernandez
Vp-gen mgr, Jorge Reynardus
Media dir, Carlos Delgado
Media asst, Gustavo Gatell
Media buyer, Nieves Diaz
Burrell, Chicago
(Black markets)
Mgmt supr, Sarah Burroughs
Acct supr, Frieda Curry
Acct exec, Donna Beasley
Media dir, Nick Howse
Media supr, Michelle Garner

21. KODAK cameras, film

Eastman Kodak

	media dollars	
	1983	1984
Magazines	$16,315,000	$ 15,914,000
Natl. Sun. mags.	572,000	1,169,000
Newspapers	5,105,000	4,494,000
Network tv	56,454,000	65,707,000
Spot tv	8,649,000	9,224,000
Network radio	726,000	904,000
Spot radio	988,000	1,717,000
Outdoor	1,776,000	1,311,000
Total	**$90,585,000**	**$100,440,000**

Classifications: cameras (LNA G-230); office machines (B-320)
Marketing/brand management:
Vp gen mgr-photographic products grp, W. J. Prezzano
Vp gen mgr-commercial & information systems grp, L. J. Matteson
Vp-dir mktg comm srvcs, Michael J. Forte
Dirs-mktg comm srvcs: B. R. Wilson (film), J. M. Gallery (cameras), R. A. Janssen (paper), J. A. Keegan (commercial/information), G. B. DiNovis (consumer electronics)
Agencies: J. Walter Thompson, N.Y.
Sr vp-mgmt dir, Peter Schweitzer
Sr vp-acct dirs: Jon Tracosas (film, paper, processing), Jo Anne Laine (cameras, business systems)
Acct suprs: Robert Lost, Judi Francis (cameras), Michelle Williams, Cynthia Krimezis (business systems), Warren Milich (film), Pat Ioannides
Acct reps: Neville Smythe, Diane Wainwright, Mari Hayes, Ann Poque-Campbell, Kathy Ordan, Bobbie Schanz
Sr acct suprs: Gary Steele (cameras), Mitchell Brooks (film), Ernest Emerling (intl.), Howard Holder, Bill Mick (business systems)
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-ntwk bdcst, John Sisk
Vp-assoc media dirs: David Murphy, Gwyn Kaufman
Young & Rubicam, N.Y.
(instant photography, copiers)
Sr vp-mgmt supr, Mitchell Kurz
Vp-acct supr, Paul Arby
Acct exec, Susan Santinelli
Sr vp-media grp supr, George Sharpe

McCann-Erickson, N.Y.
(consumer electronics)
Acct supr, Gina Gordon
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli
Rumrill-Hoyt, Rochester, NY
(Floppy disk, Carousel, consumer products trade, professional, photofinishing)
CEO, Joseph M. Valerio
Sr vp-dir client srvcs, Donald B. Weber
Sr vp-grp mgr, David A Fisher
Vp-assoc grp mgr, Vicki Lewis
VP-media dir, William Mackey
Assoc media dir, Don Cramer

22. PURINA pet food
Ralston Purina

	media dollars 1983	1984
Magazines	$ 12,125,000	$ 12,092,000
Natl. Sun. mags.	1,102,000	433,000
Newspapers	1,565,000	1,030,000
Network tv	76,838,000	76,786,000
Spot tv	15,825,000	9,372,000
Network radio	—	232,000
Spot radio	37,000	280,000
Outdoor	136,000	29,000
Total	**$107,628,000**	**$100,254,000**

Classification: pet food/supplies (LNA G-500)
Marketing/brand management:
Vp-dir mktg, Pat McGinnis
Vp-dir of adv, William M. Claggett
Dir Checkerboard mktg, George Cook
Dir adv srvcs, Jack Shubert
Spec proj dir, F. Lee Zingale
Corp dir media, Don Martin
Media dir (Checkerboard Adv.), Linda Pavlenko
Agencies: Wells, Rich, Greene, N.Y.
(Dog Chow, TenderVittles, Butcher's Blend, Moist 'n Chunky, Catviar)
Exec vp, James Weinstein
Sr vp grp head, Dick Byrne
Sr vp-corp media dir, Robert Geis
Vp-plng srvc dir, Mike Haggerty
Vp-plng grp head, Pat Casa
Della Femina, Travisano & Partners, New York
(Meow Mix, new products – creative)
Chmn, Jerry Della Femina
Gardner, St. Louis
Pres, C. Kelly O'Neill
Sr vp-gen mgr, Larry Noedel
Vp-mgmt reps: John Fox, Bill Lahrmann
Advanswers Media/Programing, St. Louis, New York, Los Angeles
(Sub. Gardner Advertising)
Pres., Donald Stork
Ntwk subsidiary, Paul Schulman Co. (N.Y./L.A.)
Pres, Paul Schulman (N.Y.)
Averett, Free & Ginsberg, N.Y.
(Cat food, cereals)
Sr vp-mgmt supr/Cat Chow, Larry Riegel
Vp-mgmt supr/cereals, E. Bingo Wyer
Sr vp-media, Ed Weiner
Tatham Laird & Kudner, Chicago
(Happy Cat, new products)
Sr ptnr, John Wells
Mgmt suprs: Tom Hazlett, John Beam
Acct suprs: Bob Janssen, Lisa Barnett
Sr prtnr-dir media oper, Phil Gerber
Grp media dir, Joanne Franck
Media supr, Bernie Cognac
Don Tennant, Chicago
(Thrive, new products)
Pres-ceo, Elizabeth Harrington
Vp-mgmt dirs: Uwe Wende, Guy Bentivenga
Acct supr, John Berka
Acct exec, Randy Mohr
Vp-dir media srvcs, [illegible] Epstein
TBWA, New Yo [illegible]
(Cracker Jacks c[illegible] new products)
Pres, Richard Coste[illegible]
Exec vp, William Oakley
Vp-mgmt supr, Mark Polan
Acct dir, Maria Bettyametti
Acct exec, Becky Burnett
Sr vp-media dir, Claude Fromm
MCA Advertising, N.Y.
(Hi-Pro, Mainstay, new products)
Pres, William Bishop
Exec vp-acct mgmt, Warren Doechter
Sr vp-media dir, Dawn Sibley
Assoc media dir, Janet Shechter
Sr media plnrs: Molly Hood, Marianne Card

23. PEPSI-COLA
(includes Diet Pepsi, Pepsi Light, Pepsi Free)
PepsiCo

	media dollars 1983	1984
Magazines	$ 62,000	$ 851,000
Natl. Sun. mags.	—	—
Newspapers	3,710,000	3,317,000
Network tv	18,267,000	24,964,000
Spot tv	55,779,000	59,468,000
Network radio	—	—
Spot radio	6,608,000	9,324,000
Outdoor	1,684,000	1,658,000
Total	**$86,110,000**	**$99,582,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Pres Pepsi-Cola U.S.A., Roger Enrico
Exec vp-dir of mktg/sales, John Costello
Sr vp-creative srvcs, Allan Pottasch
Vp-mktg, Dan Clark
Adv mgr, Jeff Myers
Media dir, Henry V. Hayes
Natl media mgr, Ron Mednick
Agency: BBDO, New York
Exec vp-sr mgmt rep, Gary DePaolo
Vp-mgmt supr, Bill Katz
Exec vp-dir of media srvcs, Arnie Semsky
Sr vp-dir of media plng srvcs, Mike Drake
Sr vp-dir ntwk tv & prog, William Croasdale
Vp-assoc media dir, Ivan Becker
Vp-ntwk supr, Stewart Shlossman
Ntwk buyer, Diane Lattanzi
Media suprs: Rene Goldmuntz, Tom O'Brien
Media plnr, Oscar Fojas
Mingo-Jones, New York
(ethnic-creative)
Sr vp-dir client srvcs, Samuel Chisholm
Acct exec, Eric Randolph
Hispania/JWT, New York
(Spanish markets)
Sr vp-gen mgr, Caroline Demy
Acct supr, Yvette Franco
Media dir, Nancy Tellet

24. CHRYSLER cars
Chrysler Corp.

	media dollars 1983	1984
Magazines	$ 17,609,000	$ 13,272,000
Natl. Sun. mags.	—	113,000
Newspapers	14,168,000	15,934,000
Network tv	35,672,000	29,229,000
Spot tv	38,380,000	27,270,000
Network radio	680,000	1,126,000
Spot radio	6,358,000	8,922,000
Outdoor	2,674,000	2,714,000
Total	**$115,541,000**	**$98,580,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-mktg, J. A. Campana (corporate)
Corp adv mgr, J. L. Hickey
Adv mgr, T. Pride (cars)
Gen mktg mgr, A. C. Liebler
Natl adv mgr, M. V. Howe

Four-year trend totals start on page 52.

Adv mgrs: G. Hunt, R. Zarowitz (fwd plng), A. Imber (dealer)
Agencies: Kenyon & Eckhardt, Detroit
Exec vp, George F. Beech
Sr vp-mgmt suprs: J. P. Hickey (dealer assn), J. Krausmann
Vp-acct supr, J. A. Jacobs
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Vp-corp media cont dir, S. Kulczycki
Assoc buying dir, P. Iverson (corporate)
Exec vp-gen mgr, George F. Beech
Sr vp-mgmt supr, W. J. Shea
Acct supr, R. Lytle
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Ross Roy, Detroit
(Corporate merchandising/advertising: new car annct shows, dealer training, direct mail; Chrysler Marine, Service & Parts Operation, Fleet Operations, Diversified Operations, and Chrysler Institute)
Exec vp, Richard C. Ward
Sr vp, J. V. Vehko
Sr. vp & gen mgr Ross Roy Prods, R. J. Oliver
Vp-grp acct suprs: D. F. Baldwin, T. W. Kemper, J. A. Sanfilippo, D. C. Scheich
Vp-acct suprs: G. T. Abdullah, C. L. Reid, R. B. Smith, M. P. Webster, R. H. West
Sr vp-media dir, G. N. M. Moody

25. OLDSMOBILE cars
General Motors

	media dollars 1983*	media dollars 1984
Magazines	$ 9,124,000	$14,829,000
Natl. Sun. mags.	—	—
Newspapers	12,168,000	16,403,000
Network tv	12,084,000	15,807,000
Spot tv	24,522,000	36,347,000
Network radio	184,000	—
Spot radio	3,493,000	1,464,000
Outdoor	504,000	1,228,000
Total	**$62,079,000**	**$86,078,000**

* revised

Classification: cars (LNA T-110)
Marketing/brand management:
Gen mgr, W. W. Lane
Gen sales mgr, J. F. Mattox
Dir mktg, R. L. Ross
Adv mgr, W. R. Lynch II
Asst advtg mgr, Ray Juracek
Agency: Leo Burnett, Southfield, MI
Exec vp-gen mgr, John C. Ryan
Vp-acct supr, Roger K. Bailey
Acct dir, Thomas J. Boyle
Vp-media dir, Joe Henry

26. MARLBORO cigarettes
Philip Morris

	media dollars 1983	media dollars 1984
Magazines	$39,159,000	$39,756,000
Natl. Sun. mags.	3,154,000	1,291,000
Newspapers	11,062,000	29,328,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	17,215,000	14,233,000
Total	**$70,590,000**	**$84,608,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Bob Roper
Brand mgr, Richard Stirlin
Vp-media, James L. Thompson Jr.
Agency: Leo Burnett, Chicago
Sr vp acct dir, Jim Oates
Vp acct dir, Peter Volz
Acct supr, Tom Dudreck
Exec vp-media srvcs div, Willard Hadlock
Vp-media dir, Bob Houghtlin

27. APPLE
Apple Computer

	media dollars 1983	media dollars 1984
Magazines	$ 7,041,000	$21,468,000
Natl. Sun. mags.	—	113,000
Newspapers	5,123,000	8,026,000
Network tv	11,185,000	42,753,000
Spot tv	1,489,000	2,798,000
Network radio	—	—
Spot radio	2,230,000	8,382,000
Outdoor	56,000	146,000
Total	**$27,124,000**	**$83,686,000**

Classification: computers and data processing equipment (LNA B-311)
Marketing/brand management:
Exec vp-mktg, Bill Campbell
Mgrs adv/sales prom: Bruce Mowery (domestic), Paul Wiefels (intl.)

For alphabetical index, turn to page 48.

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Agencies: Chiat/Day, S.F./L.A.
Sr vp-acct dir, Gregg Helm
Acct dir, Bob Pinzler
Vp-media dir, David Yoder (S.F.)
Vp-assoc media div, Camille Johnson
Assoc media dir, Steve Davison
Vp-ntwk buying, Joan Perella (N.Y.)
BBDO/West, San Francisco
(international)
Vp-media dir, Ron Harrison
Vp-mgmt supr, Peter Gilson

28. BUICK cars
General Motors

	media dollars 1983	1984
Magazines	$10,658,000	$14,853,000
Natl. Sun. mags.	153,000	237,000
Newspapers	10,036,000	14,915,000
Network tv	17,797,000	17,520,000
Spot tv	19,394,000	24,964,000
Network radio	1,723,000	5,367,000
Spot radio	161,000	530,000
Outdoor	837,000	258,000
Total	**$60,759,000**	**$78,644,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-gen mgr, D. E. Hackworth
Gen sales mgr, W. J. Atkinson
Asst gen sales mgr, R. J. Adams
Dir adv, Harold E. Savage
Agency: McCann-Erickson, Detroit
Exec vp, Gerald C. Atkin
Sr vp-mgmt supr, Jan Starr
Vp-acct suprs: Richard Hill, Mike Wilberding, Hal Randall
Vp-media dir, W. Brien Schweikart

29. MERCURY cars
Ford Motor

	media dollars 1983	1984
Magazines	$13,261,000	$15,023,000
Natl. Sun. mags.	652,000	—
Newspapers	6,692,000	6,496,000
Network tv	32,315,000	33,997,000
Spot tv	17,925,000	20,957,000
Network radio	—	—
Spot radio	58,000	865,000
Outdoor	821,000	288,000
Total	**$71,724,000**	**$77,626,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Gen mktg mgr, Edsel B. Ford II
Adv mgr, Thomas B. Ryan, Jr.
Agency: Young & Rubicam, Detroit
Exec vp-grp dir, John Sanders
Sr vp, C. E. Riley
Sr vp-media dir, Ken Pool

30. WENDY'S restaurants
Wendy's International

	media dollars 1983	1984
Magazines	$ 467,000	$ 15,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	$18,683,000	34,688,000
Spot tv	31,036,000	38,818,000
Network radio	—	—
Spot radio	900,000	489,000
Outdoor	1,119,000	1,711,000
Total	**$52,205,000**	**$75,721,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Exec vp-mktg, William Welter
Vp-natl mktg, Bruce Ley
Vp-field mktg, Don Calhoon
Vp-corp comm, Denny Lynch
Vp-mktg anal/new prods, Michael Sapencia
Agencies: DFS, New York
Exec vp-mgmt dir, Joseph Mack

Last year, Glamour ran 124 pages of health and medical science editorial.

GLAM

A Condé Nast Package Magazine. Copyright 1985 by The Condé Nast Publications, Inc. Source: R. Hall 1984.

Sr vp-mgmt suprs: Robert Reed, Charles Rath
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Peter Regan
Lockhart & Pettus, New York
(Black ethnic program)
Sr vp-dir client srvcs, Ronn Harris
Acct coor, Alicia Evans

31. PONTIAC cars

General Motors

	media dollars 1983	1984
Magazines	$11,684,000	$ 7,502,000
Natl. Sun. mags.	—	—
Newspapers	6,062,000	8,557,000
Network tv	19,696,000	20,733,000
Spot tv	33,935,000	34,878,000
Network radio	—	—
Spot radio	1,536,000	1,480,000
Outdoor	507,000	789,000
Total	**$73,420,000**	**$73,939,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Gen mgr, J. Michael Losh
Gen sales/srvc mgr., E. M. Schlesinger
Asst gen sales/srvc mgr, W. E. Enockson
Adv mgr, C. A. Curry
Agency: D'Arcy MacManus Masius/ Bloomfield Hills, MI
Vice chmn, Robin Smith
Sr vp-dir mktg & res, Charles Stannard
Sr vp-mgmt supr, Mark Gjovik
Vp-acct suprs: George Acree, Randall Wood, Patricia Aulgur, Michael Valent, Jay Houghton
Sr vp-media dir, George Rogers
Assoc media dir, Steve Daniel
Vp-grp media dir, Ed Coosai

32. CANON products

Canon U.S.A.

	media dollars 1983	1984
Magazines	$16,310,000	$23,978,000
Nat. Sun. mags.	—	—
Newspapers	163,000	3,887,000
Network tv	26,295,000	33,217,000
Spot tv	7,440,000	8,212,000
Network radio	1,507,000	2,050,000
Spot radio	344,000	526,000
Outdoor	410,000	416,000
Total	**$52,469,000**	**$72,286,000**

Classifications: cameras (LNA G-230); business machines (LNA B-330)
Marketing/brand management:
Dir. of adv, H. Hirai
Adv mgrs: T. Hirasawa (cameras), K. Kikuchi (copiers), H. Iwanami (calculators), E. Yoshinari (videos)
Agencies: Grey, New York
(cameras, business machines)
Exec vp-acct mgmt, W. Overend
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dirs: Russ Booth (cameras), Jack Jadick (business machines)
DYR, New York
(cameras, copiers, calculators)
Vp-mgmt supr, Frank Savarese (cameras)
Mgmt supr, Chris Gibson (copiers)
Acct supr, John Yoon (calculators)
Vp-dir media srvcs, Bill Barrett
Media grp suprs: Lilyann Elmatch, John Montegari

Trend comments on page 50.

Quite surprising for a magazine diagnosed as a fashion and beauty specialist.

OUR
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33. GE

General Electric

	media dollars	
	1983	1984
Magazines	$10,565,000	$ 8,207,000
Nat. Sun. mags.	822,000	517,000
Newspapers	10,479,000	13,611,000
Network tv	31,597,000	40,343,000
Spot tv	4,026,000	7,253,000
Network radio	—	75,000
Spot radio	171,000	393,000
Outdoor	31,000	199,000
Total	**$57,691,000**	**$70,598,000**

Classifications: major appliances (LNA H-210); radios, tv sets (LNA H-310)

Marketing/brand management:

Vp, Leonard Vickers
Mgr corp adv, Karl L. Koss
Proj mgr, H. M. Snider

Consumer products & services

Mgr mktg comm prog, Richard A. Costello
(Major appliances)
Vp-gen mgr, Bruce Enders
Mgr natl adv/mktg pub rel, Victor H. Alcott
Mgr prod adv, Ronald N. Graham
(Video & audio products)
Mgr adv, Thomas N. Traeger (consumer electronics)
(GE Credit Corp.)
Vp-mgr, Barton D. Ladd
(Lighting Business Group)
Gen mgr-con mktg & sales, R. Q. LaFond
Mgr adv & mktg (comm & ind mktg), William Rogers

Agency: BBDO, New York

(Consumer divs/Corporate)
Exec vp, Frank C. Perkins
Mgmt suprs: Thomas Derderian, Gerry Schwieger, Lonny Strum, Frank Henderson (Lighting Business Group), Arnold Ross (major appliances)
Exec vp-dir of media srvcs, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-ntwk tv & prog, Bill Croasdale
Sr vp-dir of media, John Belfiore
Vp-media supr, Steve Kurtzer
Vp-ntwk supr, Stewart Shiossman
Media plnrs: Ed Hughes, James Cammarata
Ntwk buyer, Frances Croke

DFS, New York

(Rechargeable batteries)
Sr vp-mgmt supr, Thomas Burke
Exec vp-dir mktg srvcs, Allen Banks

Four-year trend totals start on page 52.

34. AMERICAN AIRLINES

AMR CORP.

	media dollars	
	1983	1984
Magazines	$ 405,000	$ 4,077,000
Nat. Sun. mags.	26,000	—
Newspapers	12,204,000	13,181,000
Network tv	17,707,000	22,273,000
Spot tv	12,326,000	16,632,000
Network radio	—	—
Spot radio	8,300,000	11,994,000
Outdoor	135,000	341,000
Total	**$51,103,000**	**$68,498,000**

Classifications: passenger travel (LNA T-410), freight (LNA B-612)

Marketing/brand management:

Vp-pass sales/adv, M. W. Gunn
Sr dir adv, Adrianna W. Smits
Sr dir freight sales & adv, Carney Wenrich
Dir freight sales plans & adv, Peter Mitchell
Vp-corp comm, Lowell C. Duncan
Mgrs adv: Judith A. Kirvan, William E. Quackenbush, Bruce Goodyear
Sr dir sales prom, Frank J. DiNuzzo
Mgr adv admin, Gregg Mavico

Agency: Bozell & Jacobs, Dallas

Sr vp-dir media srvcs, Hugh O'Brien
Sr vp-dir media plng, Philip Brushaber
Vp-assoc media dir, Mary Bresnahan
Sr vp-grp acct dir, Paul Gold
Vp-mgmt supr, Tom Hooke

35. GENERAL MOTORS corporate/parts

General Motors

	media dollars	
	1983	1984
Magazines	$13,063,000	$21,150,000
Natl. Sun. mags.	134,000	289,000
Newspapers	11,201,000	5,737,000
Network tv	27,465,000	27,959,000
Spot tv	2,083,000	8,787,000
Network radio	1,971,000	1,715,000
Spot radio	242,000	1,190,000
Outdoor	44,000	166,000
Total	**$56,203,000**	**$66,993,000**

Classification: general promotion (LNA T-111), parts (LNA 154)

Marketing/brand management:

(Corporate advertising)
Vp-mktg & prod plng, R. T. O'Connell
Gen dir-mktg plng, L. G. DeYonker
Exec dir mktg, J. N. Stewart
Dir adv, D. J. Teasdale
Asst adv mgrs: J. W. Finney, D. J. Bolen
(Public affairs advertising)
Vp-pub rel, J. W. McNulty
Dir-pub affairs adv, G. H. Pruette
Adv coor, R. Thomas Beaman
(Parts)
Dir mktg, S. M. McAllister
Sales prom/adv mgr, R. T. Strohm
(Protection plan)
Mgr, A. J. Thomas

Agencies: D'Arcy MacManus Masius, Bloomfield Hills, MI

Exec vp-mgmt supr, T. T. Teegarden
Vp-grp acct dir, C. S. Brandt (parts)
Vp-acct suprs: W. A. Mara (corporate), D. B. Hutchinson (parts), L. A. Hillebrand, Jr. (protection)
Vp-retail comm, A. R. Harrington
Sr vp-media dir, G. M. Rogers
Vp-grp media dirs: E. M. Coosia (corporate), M. Choinski (parts/protection)
Vp-assoc media dir. D. J. Irvine (parts/protection)

N W Ayer, Detroit

(Public affairs)
Sr vp-gen mgr, Robert Kingsbury
Sr vp mgmt supr, Richard Prince
Vp-media dir, Randall Schroeder
Media supr, Rick Doyle

UniWorld Group, N.Y.

(Minority marketing)
Acct supr, Bernard Baskett
Media dir, Sherri Cherot

36. RCA

RCA Corp.

	media dollars	
	1983	1984
Magazines	$15,571,000	$20,666,000
Natl. Sun. mags.	950,000	2,673,000
Newspapers	12,714,000	17,343,000
Network tv	15,418,000	20,753,000
Spot tv	5,039,000	4,187,000
Network radio	1,523,000	—
Spot radio	89,000	76,000
Outdoor	70,000	50,000
Total	**$51,374,000**	**$65,748,000**

Classifications: home electronics (LNA H-310); records/tapes (LNA H-330); cameras (LNA G-230)

Marketing/brand management:

(Corporate)
Dir of adv & media srvcs, Joel S. Wolk

(Consumer electronics)
Vp-con adv, William S. Beres
Natl adv mgr, Gregory P. Zehner
(Records)
Staff vp-mktg, Raju Pothakarai
Vp-crtv srvcs, Jack Chudnoff
(Solid State)
Dir comm & adv, Lon Cantor
(Video Component & Display)
Vp-mktg, Robert K. Lorch
(Government Systems)
Vp-mktg, F. H. Stelter
(Service Company)
Mgr mktg srvcs, Robert Ziselmen
(RCA Communications, Inc)
Dir pub aff, Anne D. Schmitt
(RCA Global Communications, Inc.)
Vp-mktg, Ken Gross
(RCA American Communications, Inc.)
Dir pub aff, John Williamson
(RCA Cylix Communications Network)
Dir mktg, R. L. Young
(Distributor & Special Products)
Mgr adv, Tony Ricketti
Agencies: Needham Harper Worldwide, New York
(Corporate)
Mgmt supr, Lee Hines
Acct dir, Jana Moorman
Vp-asst media dir, Paul Manganiello
Leo Burnett, Chicago
(Consumer electronics)
Acct dir, Jackson D. Brown
Exec vp-media srvcs div, Willard Hadlock
Media dir, Jack Hanrahan
Grey, New York
(Records and tapes)
Acct exec, Len Fogge
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Nancy Utley
UniWorld Group, N.Y.
(Minority marketing, and special events-creative)
Sr acct exec, Wayne Shealy
Media dir, Sherri Cherot
Al Paul Lefton, N.Y./Philadelphia
(Aerospace/defense, distributors, service company, special products)
Media dir, Loretta Atkinson
Mgr media dept, William Fischellis
Acct exec, Jan Haig
Cappiello & Chabrowe, N.Y.
(Solid state div.)
Pres, Terry Chabrowe
Vp-media dir, Nancy Davies
Hammond Farrell, N.Y.
(RCA American Comm.)
Vp, Jeff Kaumeyer
Media dir, Marty Schwartzberg
Kelly Michener Inc., Lancaster, PA
(Security products, tubes, data systems)
Mgmt supr, Ed Jones
Acct exec, Chuck Hursen
Media dir, Harry Rolfe
Fearon/GBA, NewYork
(RCA Communications — corporate)
Vp-acct supr, Pam Devenney
Acct execs: Susan Greib, Pam Smith
Assoc media dir, Sabina Martin

37. MICHELOB beer
Anheuser-Busch

	media dollars 1983*	1984
Magazines	$ 4,333,000	$ 2,040,000
Natl. Sun. mags.	2,041,000	—
Newspapers	980,000	812,000
Network tv	19,760,000	49,566,000
Spot tv	2,209,000	6,643,000
Network radio	503,000	2,017,000
Spot radio	7,746,000	3,445,000
Outdoor	30,000	252,000
Total	**$37,602,000**	**$64,775,000**

* revised

Classification: beer (LNA F-310)
Marketing/brand management:
Exec vp-mktg, Michael J. Roarty
Vp-brand mgmt, Jack MacDonough
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Grp mktg mgr, David C. Drew
Sr prod mgrs: Bill McNulty (Michelob), Jim Sebo (Michelob Light)
Asst prod mgr, Bill Braun (Michelob)
Brand prom mgr, Anne Suppiger (Michelob Light)
Agencies: Ted Bates, N.Y.
(Michelob, Michelob Classic Dark)
Exec vp-client srvcs, Randy Hackett
Sr vp-mgmt rep, Vic Bloede
Vp-acct supr, Martin Grant
Acct execs: Laura Mindell, Renee Kassel
Vp-media dir, Tom Mullen
Assoc media dir, Gaye Sussman
Media supr, John Quigley
Media plnrs: Scott Lancaster, Josi Arandia
(Needham Harper Worldwide, Chicago
(Michelob Light)
Sr vp-grp acct dir, Ron Bess
Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Sr vp-dir media oper, William F. Heimann

Trend comments on page 50.

THE DISCOVERY MARKET
The common, but very pleasurable ice cube. Made possible by our discoveries of the ice cube tray and the frostproof freezer. Make the pleasant discovery of the sales potential of this innovative market!

GREATER DAYTON — 678,000 Adults
77% regular weekday readers*
82% regular Sunday readers*
79% reach of Households with $25,000+ annual incomes**
18,000 scientists and engineers***
* 1983 Belden Springfield CMS, 1984 Paragon Dayton Survey;
** Dayton only, 1984 Paragon Survey; *** 1983, Ohio Data Users Center

DAYTON
Discover what we can do for you. Call Leroy Smith at (513) 225-2086.
DAYTON/SPRINGFIELD NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker Co., Inc.

38. MERIT
Philip Morris

	media dollars	
	1983	1984
Magazines	$22,618,000	$32,475,000
Natl. Sun. mags.	6,377,000	5,053,000
Newspapers	9,286,000	18,809,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	3,076,000	7,873,000
Total	**$41,357,000**	**$64,210,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Ellen Merlo
Brand mgr, Nancy Brennan
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Oates
Vp-acct dir, Peter Volz
Acct supr, Ray Pokorny
Exec vp-media srvcs div, Willard Hadlock
Vp-media dir, Bob Houghtlin

39. KENTUCKY FRIED CHICKEN
R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$ 39,000	—
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	30,544,000	$39,159,000
Spot tv	19,253,000	23,680,000
Network radio	—	—
Spot radio	976,000	25,000
Outdoor	514,000	479,000
Total	**$51,326,000**	**$63,343,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Pres, Donald E. Doyle
Vp-field mktg, Robert E. Lee
Vp-mktg dev, C. Scott Conner
(National Advertising Cooperative)
Exec dir, Phillip E. Risinger
Vp-dir of mktg, Michael O. Willson
Agencies: Young & Rubicam, N.Y.
Sr vp-grp dir, Edward Lebar
Sr vp-mgmt supr, Linda Patston
Vp-acct suprs: James Siegel, Sheldon Lipton
Acct execs: Evangeline Ames, Simon Gerlin, Mike Fielding
Grp media supr, Donald Davis
Media supr, Brian Hanley
Mingo-Jones, N.Y.
(ethnic markets)
Sr vp-dir client srvcs, Samuel Chisholm
Vp-mgmt supr, Roland Chandler
Media dir, Ray Brown
Media mgr, Deborah Gray

40. VOLKSWAGEN cars
Volkswagenwerk A. G.

	media dollars	
	1983	1984
Magazines	$21,958,000	$19,829,000
Natl. Sun. mags	—	491,000
Newspapers	5,702,000	7,540,000
Network tv	20,769,000	20,678,000
Spot tv	10,830,000	12,505,000
Network radio	—	—
Spot radio	2,647,000	405,000
Outdoor	—	1,594,000
Total	**$61,906,000**	**$63,042,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Exec vp-sales & mktg, Peter Weiher
Vp-VW Div, James R. Fuller
Mgr mkt rep, Richard Weidman
Mgr, VW mktg srvcs, Richard Marcy
Mgr, VW adv, Bill Gelgota
VW adv mgr, Mike Kaptuch
Agency: DDB, Detroit
Pres, Robert Rees
Sr vp-acct supr, Al Steiner
Vp-acct supr, Sal Triano
Sr acct execs, Peter Toundas, Steve Swanson
Vp-acct supr, Ron Rogginger
Sr vp-dir media dir, Al Petcavage

41. DELTA
Delta Air Lines

	media dollars	
	1983	1984
Magazines	$ 1,077,000	$ 340,000
Natl. Sun. mags.	24,000	—
Newspapers	31,619,000	26,288,000
Network tv	2,603,000	4,396,000
Spot tv	8,227,000	10,823,000
Network radio	—	—
Spot radio	15,309,000	19,321,000
Outdoor	1,768,000	1,591,000
Total	**$60,627,000**	**$62,759,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Vp mktg, W. W. Hawkins
Dir of adv, Jim Porter
Mgr of adv, Wayne Soph
Agency: BDA/BBDO, Atlanta
Pres-mgmt supr, Glenn Verrill
Sr vp-acct supr, Jack Walz
Sr vp-media dir, Martin Hollinger

42. TYLENOL products
Johnson & Johnson

	media dollars	
	1983	1984
Magazines	$ 3,625,000	$ 5,086,000
Natl. Sun. mags.	—	—
Newspapers	32,000	50,000
Network tv	49,147,000	52,959,000
Spot tv	4,043,000	3,829,000
Network radio	—	—
Spot radio	—	39,000
Outdoor	—	—
Total	**$56,847,000**	**$61,963,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Dir of mktg, Chandler D. Simonds
Agency: Saatchi & Saatchi Compton, New York
Exec vp, Tom Lom
Mgmt supr, John Sloan
Acct supr, Pat Furey
Acct exec, Tom White
Asst acct exec, Laura Gernat
Assoc media dir, Marcie Kazdin
Media supr, Charlie Greenberg
Media plnr, Kathy Faust

43. VANTAGE cigarettes
R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$23,980,000	$35,597,000
Natl. Sun. mags.	2,550,000	6,609,000
Newspapers	10,953,000	17,754,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,936,000	1,408,000
Total	**$42,419,000**	**$61,368,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Grp mktg dir, G. W. McKenna
Brand mgr, T. C. Harris
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Agency: Leber Katz Partners, N.Y.
(Creative)
Exec vp-dir client srvcs, Robert Hirsch
Vp-acct grp supr, Andrew Millar
Acct supr, Pat O'Brien
Acct exec, Erik Stokkebye

44. MAZDA
cars and trucks
Mazda Motors (Toyo Kogyo)

	media dollars	
	1983	1984
Magazines	$14,551,000	$16,857,000
Natl. Sun. mags.	—	—
Newspapers	1,971,000	3,021,000
Network tv	27,160,000	26,382,000
Spot tv	6,991,000	14,726,000
Network radio	—	—
Spot radio	—	49,000
Outdoor	35,000	48,000
Total	**$50,708,000**	**$61,083,000**

Classifications: passenger cars (LNA T-110), trucks (LNA T-120)

Marketing/brand management:
(MMA Central)
Sr vp-gen mgr, R. E. Hayden
Vp-mktg, Duane Bowen
(MMA-East)
Sr vp-gen mgr, E. Sundstrom
Vp-mktg, Jim Trado
Agency: FC&B/Los Angeles
Sr vp-grp mgmt dir, Welton Mansfield
Media dir, Robert MacDonald (Santa Ana)

45. NABISCO
food products
Nabisco

	media dollars	
	1983	1984
Magazines	$ 3,203,000	$ 5,726,000
Natl. Sun. mags.	1,837,000	1,259,000
Newspapers	4,225,000	4,122,000
Network tv	30,317,000	34,192,000
Spot tv	4,813,000	13,188,000
Network radio	—	1,673,000
Spot radio	167,000	316,000
Outdoor	—	—
Total	**$44,562,000**	**$60,476,000**

Classifications: bakery goods (LNA F-160); prepared foods (LNA F-120); confectionery (LNA F-210); events (LNA G-320)

Marketing/brand management:
Vp-mktg (Nabisco Brands), W. Lee Abbott
Dir media, Louis J. Rubinacci
(Biscuit group)
Vp-mktg, A. Neal Westermeyer
Dirs mktg: William R. Stuart (Sweet Goods), Sharon Fordham (Crackers), Herman Lichteus (other business)
Dir, media/adv srvcs, Dante G. Bonardi
(Confections)
Vp-mktg, David P. Evancich
Sr prod mgr, Harold E. Boutillier
(Grocery products)
Vp-mktg, Ellen R. Marram
Grp prod mgrs: Marc Atkinson (hot cereals), Robert Donegan (R-T-E cereals), Robin Schofield (desserts)
Agencies: William Esty, N.Y.
(Cookies, crackers, snacks)
Sr vp-mgmt suprs: Tom Hayes, Colleen Gowl
Sr vp-media dir, Peter Triolo
Sr vp-grp media dir, Peter Schwartz
Doyle Dane Bernbach, N.Y.
(R-T-E cereals)
Grp sr vp, David Sklarev
Vp-mgmt suprs: Emily Cohen, Gregory Braver
Acct supr, Ellen Maher
Exec vp-dir media & prog, Mike Drexler
Vp-media plng dir, Conant Sawyer
Assoc plng dirs: Gigi Hartney, Marty Friedman
Ohlmeyer Advertising, N.Y.
(Snack crackers)
Mgmt supr, Rob McKinley
Acct suprs: Mike Detel, Ted Sanko
Exec vp-media/prog, Lee Pratt
Sr vp-media dir, Tom Garrabrant
Sr vp-dir of bdcst, Peter Chrisanthopoulos
Media supr, Terry Cunningham
DFS, New York
(Biscuit Division)
Exec vp-mgmt dir, Joe Mack
Sr vp-mgmt supr, Robert Egan
Exec vp-dir mktg srvc, Allen Banks
Sr vp-assoc media dir, Lou Capozzoli
Assoc media dirs: Debra Engelhart, Diane Cimine, Lucille Monaco

46. PIZZA HUT
PepsiCo

	media dollars	
	1983	1984
Magazines	$ 19,000	$ 32,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	17,007,000	18,207,000
Spot tv	30,152,000	39,980,000
Network radio	—	—
Spot radio	592,000	602,000
Outdoor	98,000	174,000
Total	**$47,868,000**	**$58,995,000**

Classification: restaurants (LNA G-330)

Marketing/brand management:
Sr vp-mktg, Bud Gates
Vp-adv, David Ropes
Agency: Chiat/Day, Los Angeles
Exec vp-gen mgmt, Tom Patty
Mgmt supr, Patrick Sherwood
Acct supr, Consuelo Gomez
Vp-media dir, Hank Antosz (C/D)/ Gene DeWitt (DeWitt Media)
Media supr, Suzie Mason
(Network and spot media bought through local agencies)

47. UNITED
UAL

	media dollars	
	1983	1984
Magazines	$ 2,167,000	$ 850,000
Natl. Sun. mags.	53,000	—
Newspapers	5,419,000	6,067,000
Network tv	8,175,000	25,839,000
Spot tv	23,380,000	18,828,000
Network radio	—	—
Spot radio	14,636,000	6,802,000
Outdoor	187,000	520,000
Total	**$54,017,000**	**$58,906,000**

Classifications: passenger travel (LNA T-410); freight (LNA B-610)

Marketing/brand management:
Exec vp-mktg & plng, John Zeeman
Vp-adv & prom, John Ruhaak
Dir adv, Bill Alenson
Mgrs: Bill Groundwater, Al Sortwell
Agency: Leo Burnett, Chicago
Sr vp-acct dir, Jim Thompson
Vp-acct supr, John Goad
Acct suprs: Jim Dotter, Ashton Lee
Exec vp-media srvcs div, Willard Hadlock
Media dir, Sally Hunter

48. XEROX office equipment
Xerox Corp.

	media dollars	
	1983	1984
Magazines	$15,104,000	$11,282,000
Natl. Sun. mags.	11,000	—
Newspapers	13,824,000	8,534,000
Network tv	22,732,000	34,258,000
Spot tv	2,491,000	1,393,000
Network radio	875,000	—
Spot radio	2,614,000	477,000
Outdoor	4,000	110,000
Total	**$57,655,000**	**$56,054,000**

Classifications: office machines & equipment (LNA B-320); computers (LNA B-310)

Marketing/brand management:
Dir corp adv & prom, Michael E. G. Kirby
Mgr corp adv & prom, Joseph M. Cooper, Jr.

Agency: Needham Harper Worldwide, N.Y.
Exec vp-dir of acct srvcs, Joe Landy
Sr vp-grp acct dir, Donald Bigda
Sr vp-media dir, Page Thompson
Vp-assoc media dirs: Bernie Newman (copiers), Paul Manganiello (corporate)

49. COORS beer

Adolph Coors Co.

	media dollars	
	1983	1984
Magazines	$ 29,000	$ 46,000
Natl. Sun. mags.	—	—
Newspapers	1,016,000	657,000
Network tv	9,746,000	11,218,000
Spot tv	18,658,000	24,398,000
Network radio	—	—
Spot radio	21,209,000	18,528,000
Outdoor	547,000	517,000
Total	**$51,205,000**	**$55,364,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Sr vp-mktg: Robert A. Rechholtz
Vp-mktg, Rob Klugman
Brand dirs: Gary Naifeh, Bob Fox (Coors Light)
Brand mgrs: June Smith, Gary Skovsted (Coors Light)
Agency: FCB/Chicago
Sr vp-grp acct dir, Bill Melzer
Vp-acct dirs: Dale Smith, Jim Gregga, Lisa Baum, Tim Prosch
Vp-grp media dir, Kent Vlautin
Media suprs: Bill Blaha, Mary Salmich, Steve Vye, Doug Powell

50. MATTEL toys

Mattel

	media dollars	
	1983	1984
Magazines	$ 3,132,000	$ 2,837,000
Natl. Sun. mags.	42,000	—
Newspapers	714,000	1,857,000
Network tv	51,656,000	36,036,000
Spot tv	14,440,000	14,294,000
Network radio	—	—
Spot radio	418,000	135,000
Outdoor	3,000	184,000
Total	**$70,405,000**	**$55,343,000**

Classification: games (LNA G-460)
Marketing/brand management:
Sr vp-mktg srvcs, J. F. Morrison
Dir mktg srvcs, James G. King
Mktg dir, Tom Wszalck (Barbie)
Agency: Ogilvy & Mather, L.A.
Vp-mgmt supr, Freddie Bee
Sr vp-media dir, Ron Reilly
Vp-assoc media dir, Tom Coughlin
Asst media dirs: Tim Tousant, Rena Sonshine

51. PLYMOUTH

Chrysler Corp.

	media dollars	
	1983*	1984
Magazines	$ 7,217,000	$15,012,000
Natl. Sun. mags.	220,000	386,000
Newspapers	644,000	542,000
Network tv	12,914,000	20,211,000
Spot tv	8,039,000	13,342,000
Network radio	—	27,000
Spot radio	3,012,000	3,254,000
Outdoor	529,000	497,000
Total	**$32,575,000**	**$53,271,000**

* revised

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-mktg, J. A. Campana
Gen mktg mgr, A. C. Liebler
Natl adv mgr, M. V. Howe
Adv mgrs: J. Jandasek (cars), A. D. Imber (retail)
Agency: Kenyon & Eckhardt, Detroit
Exec vp-gen mgr, George F. Beech
Sr vp-assoc gen mgr, Bruce P. Andrews
Sr vp-mgmt supr (dealer assn), J. P. Hickey
Vp-acct supr, D. M. Symons
Sr vp-media dir, P. D. Matz
Sr vp-dir media plng, E. E. Kruger
Assoc buying dir, P. Iverson (dealers)
Assoc media dir, J. Vaglia

52. RENAULT

American Motors

	media dollars	
	1983	1984
Magazines	$ 7,621,000	$ 9,868,000
Natl. Sun. mags.	—	—
Newspapers	2,643,000	1,698,000
Network tv	29,518,000	33,034,000
Spot tv	9,123,000	7,748,000
Network radio	—	—
Spot radio	9,000	—
Outdoor	969,000	527,000
Total	**$48,883,000**	**$52,875,000**

Classification: cars (LNA T-112)
Marketing/brand management:
(corporate adv-New York)
Pres, Pierre Gazarian
Div corp rel, Leon Forth
Pub rel mgr, Meredith Pillon
(product adv-AMC, Southfield, Mich.)
Div adv & mkt plng, David L. Kerr
Adv mgr, Marvin Klein
Mgr media/budgets, Robert G. Wildberter
Agency: Grey, New York
Exec vp-acct mgmt, Louis G. Maloof
Exec vp-media & prog, Alec Gerster
Vp-assoc media dir, Jack Jadick

53. REVLON cosmetics

Revlon

	media dollars	
	1983	1984
Magazines	$11,827,000	$15,797,000
Natl. Sun. mags.	1,085,000	835,000
Newspapers	220,000	624,000
Network tv	23,625,000	26,405,000
Spot tv	5,643,000	7,255,000
Network radio	144,000	289,000
Spot radio	658,000	1,070,000
Outdoor	—	117,000
Total	**$43,202,000**	**$52,392,000**

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)
Marketing/brand management:
Exec vp-adv, Sanford Buchsbaum
Vp-adv srvcs, George Feld
Vp-grp adv, Steve Gebb
Adv dir, Ken Angel
Media dir, Anthony Cozzolino
Agencies: Grey, New York
(Classic Revlon eye make-up, Natural Wonder, European Collagen Complex, Flex, H.D.R., all international)
Exec vp-acct mgmt, Robert Zimmern
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Russ Booth
50th Floor Workshop, N.Y.
(house agency)

54. CADILLAC cars

General Motors

	media dollars	
	1983	1984
Magazines	$ 6,094,000	$ 7,352,000
Natl. Sun. mags.	123,000	43,000
Newspapers	22,780,000	21,740,000
Network tv	7,583,000	8,777,000
Spot tv	6,949,000	12,781,000
Network radio	1,714,000	—
Spot radio	353,000	555,000
Outdoor	418,000	962,000
Total	**$46,014,000**	**$52,210,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-gen mgr, J. O. Grettenberger
Gen sales mgr, L. B. Pryor
Mktg dir, Gordon Horsburgh

Dir mdsg, F. R. Cadicamo
Asst dirs mdsg: J. P. Churchvara, B. A. Badger, C. F. Jasin
Agency: D'Arcy MacManus Masius, Bloomfield Hills, MI
Pres, James T. Doyle
Sr vp-mgmt supr, Alex Morton
Vp-grp supr, Edmund Sale
Vp-acct suprs: John Krausman, Mark Moyer
Sr vp-dir mktg & res, Charles Stannard
Sr vp-media dir, George Rogers
Grp media dir, Marty Choinski
Vp-assoc media dir, Dave Irvine

55. STERLING cigarettes
R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$ —	$29,534,000
Natl. Sun. mags.	—	6,784,000
Newspapers	—	10,556,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	4,847,000
Total	**$ —**	**$51,721,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Sr vp-mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Grp mktg dir, J. T. Winebrenner
Brand mgr, K. V. McCaffrey
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Agency: Tatham Laird & Kudner, Chicago
(creative only)
Sr ptnr, acct mgmt, Robert Hielscher
Mgmt supr, James Hill

56. WARNER
Warner Communications

	media dollars	
	1983	1984
Magazines	$ 552,000	$ 805,000
Natl. Sun. mags.	1,000	—
Newspapers	40,000	858,000
Network tv	26,457,000	31,518,000
Spot tv	11,909,000	17,440,000
Network radio	113,000	—
Spot radio	5,000	663,000
Outdoor	53,000	91,000
Total	**$39,130,000**	**$51,375,000**

Classifications: movies (LNA G-310), media (LNA B-400), electronic entertainment (LNA G-300)
Marketing/brand management:
Pres-worldwide adv, pub, prom, Sanford E. Reisenbach
Vp-crtv adv, Joel Wayne
Vp-dir of media, Mardi Marans
Vp-mkt res, Richard Del Belso
Agency: Grey, New York
(Motion pictures)
Vps: Donald Foley, Robert Hussey
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Nancy Utley

57. LEVI'S clothing
Levi Strauss & Co.

	media dollars	
	1983	1984
Magazines	$ 4,644,000	$ 4,420,000
Natl. Sun. mags.	26,000	—
Newspapers	97,000	180,000
Network tv	2,621,000	42,244,000
Spot tv	5,367,000	3,903,000
Network radio	197,000	23,000
Spot radio	899,000	—
Outdoor	269,000	271,000
Total	**$14,120,000**	**$51,041,000**

Classification: sportswear (LNA A-115)
Marketing/brand management:
Dirs of mktg: Joanne Flath (menswear), Nancy McCready (ladieswear)
Agency: Foote Cone Belding, San Francisco
Vps-mgmt suprs: Barbara Pauly (women's, youth, 501), Ted Block (men's, jeanswear)
Acct execs: Alan Jewett (women's), Liz Levy (men's)
Vp-media dir, Art Newman

58. BENSON & HEDGES
Philip Morris

	media dollars	
	1983	1984
Magazines	$23,208,000	$26,953,000
Natl. Sun. mags.	4,207,000	5,659,000
Newspapers	8,127,000	13,296,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	5,590,000	4,453,000
Total	**$41,132,000**	**$50,361,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Bob Roper
Brand mgr, Herbert Foster
Vp-media, James L. Thompson, Jr.
Agency: Wells, Rich, Greene, N.Y.
Sr vp-acct grp head, Jayne Eastman
Vp-mgmt supr, Vince Minicucci
Sr vp-corp media dir, Bob Geis
Vp-plng srvcs dir, Mike Haggerty
Vp-media grp head, William Ferguson

59. WRIGLEY gum
Wm. Wrigley, Jr.

	media dollars	
	1983	1984
Magazines	—	$ 1,986,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	$31,093,000	35,142,000
Spot tv	12,508,000	11,617,000
Network radio	996,000	1,420,000
Spot radio	—	—
Outdoor	—	—
Total	**$44,597,000**	**$50,165,000**

Classification: gum (LNA F-211)
Marketing/brand management:
Vp-mktg, Ronald O. Cox
Asst vp-adv, Henry Berchert
Mktg mgr, Ruth Carlson
Mktg dirs: Niels Hoegh-Guldberg, Gary Bebee
Agency: BBDO, Chicago
Sr vp mgmt supr, Andrew Donchak
Acct suprs: Jeff Kuehl (Juicy Fruit), Jeannie Rhodes, (Doublemint), J. Tolman (Spearmint, Freedent), Tonise Hayden (Extra)
Sr vp-media dir, Robert Harrison
Vp-assoc media dirs: Kathy Segal (Spearmint), Nancy Swiel (Doublemint, Freedent), Vach Tassell (Extra, Juicy Fruit)

60. EASTERN
Eastern Air Lines

	media dollars	
	1983	1984
Magazines	$ 5,838,000	$ 3,955,000
Natl. Sun. mags.	63,000	56,000
Newspapers	22,304,000	18,611,000
Network tv	9,398,000	3,860,000
Spot tv	12,237,000	15,879,000
Network radio	—	—
Spot radio	9,218,000	5,708,000
Outdoor	2,469,000	2,071,000
Total	**$61,527,000**	**$50,140,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Sr vp-mktg, Russell L. Ray
Vp-adv, William H. Dowse
Mgrs: Robert A. Wolf (adv srvc), Basil F. Walsh (bus adv), Michael P.

McPhillips (vacation adv), Robert de Cespedes (intl adv), Robert J. Bauer, (sales prom)

Agency: Campbell-Ewald, Detroit

Pres, P. A. Dow

Sr vp-mgmt supr, J. V. Karle

Sr vp-assoc mgmt suprs: R. F. Henry, Gunther Saupe (Latin America)

Vp-acct suprs, J. T. Seregny, M. R. Rogers, D. W. Rodey

Exec vp-media dir, Louis M. Schultz

Sr vp-assoc media dir, J. W. Nuccio

61. POST cereals

General Foods

	media dollars	
	1983	1984
Magazines	$ 3,308,000	$ 4,295,000
Natl. Sun. mags.	—	128,000
Newspapers	296,000	935,000
Network tv	31,422,000	23,117,000
Spot tv	10,120,000	20,989,000
Network radio	—	95,000
Spot radio	31,000	—
Outdoor	—	—
Total	**$45,177,000**	**$49,559,000**

Classification: cereals (LNA F-122)

Marketing/brand management:

Vp gen mgr, D. F. Hurwitt

Mktg mgr, David J. Gustin

Cat mgrs: Martha Crosby Jacobs (adults/family), Carl T. Harrington (children's)

The media group includes:

Dir, media srvcs, David K. Braun

Assoc dir, media srvcs, D. J. Miceli

Mgr, local media, Gary Gruneburg

Asst mgr, local media, L. F. Meyer

Mgr, plng/buying: Brenda Jansen (network)

Asst mgrs, plng/buying: Kathy Olvany Riordan (print), Jonathan Sims (research)

Media asst, Bobby Asano

Agencies: Ogilvy & Mather, N.Y.

Sr vp-acct grp dir, Peter Barnett

Vp-mgmt supr, Cynthia Round

Acct suprs: Sandy Reitelman, Bob Hay

Sr vp-assoc media dir, Tony Nacinovich

Vp-asst media dir, Mark Belton

Grey, New York

Exec vp-acct mgmt, Hunter Yager

Exec vp-dir media & prog, Alex Gerster

Vp-assoc media dir, Susan Zimet

Trend comments on page 50.

62. PILLSBURY foods

Pillsbury

	media dollars	
	1983	1984
Magazines	$ 1,431,000	$ 2,155,000
Natl. Sun. mags.	—	80,000
Newspapers	411,000	1,099,000
Network tv	32,497,000	38,056,000
Spot tv	9,284,000	7,338,000
Network radio	—	—
Spot radio	82,000	4,000
Outdoor	—	—
Total	**$43,705,000**	**$48,732,000**

Classifications: bakery goods (LNA F-160); cooking products (LNA F-110); prepared foods (LNA F-120)

Marketing/brand management:

Pres, U.S. Foods, Thomas McBurney

Exec vp-desserts & sweet snacks, Kent Larson

Vp-business unit mgrs: Richard Nickel (light meals & snacks), L. Thomas Gartner (frozen entrees), Robert Lindsay (refrigerated foods), Daniel Locke (desserts), James T. Peterson (basic foods), Kenneth Reis (canned vegetables), Gary Klingl (frozen vegetables)

Dir adv srvcs, Ron Kos

Agencies: Leo Burnett, Chicago

(Refrigerated foods, Green Giant vegetables/entrees)

Sr vp-client srvc dir, William Boris

Acct dir, Edson Sessions

Exec vp-media srvcs div, Willard Hadlock

Media dirs: Chuck Quarnstrom, Jack Klues

BBDO, New York

(desserts, sweet snacks, toaster products)

Exec vp, Jack Thorne

Sr vp-mgmt supr, Bob Spofford

Exec vp-dir of media srvcs, Arnie Semsky

Sr vp-dir media plng srvcs, Mike Drake

Sr vp-assoc media dir, Bruno Crea

Vp-media supr, John Osborn

Ketchum Advertising/San Francisco

Sr vp-mgmt supr, Ann Fisher

Acct supr, Rosilyn Young

Acct exec, Kitty Brunswick

Vp-media dir, Cheryl Kroyer

63. CAMEL cigarettes

R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$12,984,000	$22,156,000
Natl. Sun. mags.	—	2,554,000
Newspapers	13,801,000	10,640,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	12,847,000	12,253,000
Total	**$39,632,000**	**$47,603,000**

Classification: tobacco (LNA G-110)

Marketing/brand management:

Vp-brand mktg, Marty Orlowsky

Vp-brand mgmt, H. J. Lees

Grp mktg dir, J. T. Winebrenner

Sr brand mgr, R. T. Caulfield

Dir media, Dan Pearson

Grp mgr media admin, R. E. Neal

Agency: McCann-Erickson, N.Y.

(Creative only)

Exec vp, Edward G. A. Bathon

Sr vp-mgmt reps, Simon M. Marlow (U.S.A.), Stewart P. Brown (Intl.)

64. LIPTON

Thomas J. Lipton (Lever)

	media dollars	
	1983	1984
Magazines	$ 3,470,000	$ 6,430,000
Natl. Sun. mags.	284,000	154,000
Newspapers	1,065,000	973,000
Network tv	17,361,000	30,806,000
Spot tv	10,755,000	8,668,000
Network radio	—	—
Spot radio	98,000	157,000
Outdoor	—	—
Total	**$33,033,000**	**$47,188,000**

Classifications: prepared foods (LNA F-120); food beverages (LNA F-170)

Marketing/brand management:

Dirs of prod mgmt: Arthur Gonis (regular/specialty teas), Allen Carlson (new projects), David Bell (soups/recipe products), Richard Kundrat (meals/sidedishes), Gregory Knoll (convenience teas), Angelo La Mantia (condiments/snacks)

Media dir, Bruce Hoenig

Agencies: TJL Media (in-house)

(creative agencies)

SSC&B, New York

(tea, Cup-A-Soup)

Vice chmn, Hal Rover

Young & Rubicam, N.Y.

(soup)

Exec vp-grp dir, John Hathaway
Bozell & Jacobs, Chicago
Sr vp-mgmt supr, Michael Peroff
Acct suprs: Sven Welander (sidedishes), Allen Cebula (new products)

65. COVER GIRL cosmetics

Noxell Corp.

	media dollars 1983	1984
Magazines	$ 8,371,000	$16,113,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	29,685,000	29,412,000
Spot tv	512,000	933,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$38,568,000**	**$46,458,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Sr vp-mktg, Francis J. Harrison
Vp-cosmetics mktg, Peter M. Troup
Mktg dir cosmetics, Marie G. Bowers
Grp prod mgr, A. Randy Floss
Sr prod mgrs: Donald S. Pettit, Steve Colnitis, Barry Shields, Robert K. McWilliams
Prod mgrs: Susan J. Melton, Jane Mueller
Agency: SSC&B, New York
Exec vp, F. Stone Roberts
Sr vp-dir media & ntwk prog, Robert Lilley
Vp-assoc media dir, Loretta Volpe
Asst media dirs: Ellen Berka, Donna Cataldo

66. CLAIROL hair products

Bristol-Myers

	media dollars 1983	1984
Magazines	$13,690,000	$13,639,000
Natl. Sun. mags.	10,000	—
Newspapers	169,000	37,000
Network tv	29,598,000	25,766,000
Spot tv	2,991,000	5,321,000
Network radio	75,000	69,000
Spot radio	767,000	1,104,000
Outdoor	—	4,000
Total	**$47,300,000**	**$45,940,000**

Classification: hair products (LNA D-140)
Marketing/brand management:
Vp-mktg-established brands, G. M. Oakes

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Vp-sales, W. G. Lynch, Jr.
Vp-package design, John Louise
Vp-new products, Richard Davidian
Grp dir-new business dev, Maude Simard
Grp dir-haircolor, W. F. Susetka
Agencies: FCB, New York
(Creative only)
(Hair care, hair coloring products)
Sr vp grp mgmt dir, Casimir Wojciechowski
Vp acct dirs: Gary Gluck, Nancy Temkin
Acct exec, Wendy Tilles
Doyle Dane Bernbach, N.Y.
(Hair care, hair coloring, skin care, new products)
Vice chmn, Arie Kopelman
Grp-sr vp, Milton Harkrader
Acct suprs: Marianne Moore, Marina Hahn
Exec vp-dir media & prog, Michael Drexler
Vp-media plng dir, Conant Sawyer
Calet, Hirsch & Spector, New York
(Appliances, new products)
Exec vp, Colin Probert
Sr vp-mgmt supr, David Kreps
Acct exec, Kate Zobel
Exec vp-dir of media/prog, Robert Petizon
Vp-assoc media dir, Paul Conway
Media supr, Lori O'Rourke
Wyse, New York
(Born Blonde, new products)
Sr vp-acct mgmt, Marilyn Bane
Sr vp-media dir, Nat Gayster
Assoc media dir, Roy Minster
Boclaro Inc.
(house agency)
Dir, Santo Critell
Assoc dirs: Alan Yoblon, Bill Liptack, Leo Hofmann (print)
Dir media & prog srvcs, Peggy Kelly
Assoc media dirs: Steve Blum, John H. P. Davis
Media supr, William Grotheer

67. JELL-O desserts
General Foods

	media dollars 1983	1984
Magazines	$ 8,227,000	$ 9,893,000
Natl. Sun mags.	8,000	—
Newspapers	33,000	21,000
Network tv	26,876,000	26,560,000
Spot tv	3,234,000	8,145,000
Network radio	—	1,230,000
Spot radio	31,000	—
Outdoor	—	—
Total	$38,409,000	$45,849,000

Classification: desserts (LNA F-115)
Marketing/brand management:
Vp-gen mgr, R. G. Viault
Mktg mgr, Established Businesses, Doug Smith
Mktg dev mgr, Frozen Novelties, Rick De Santis
The media group includes:
Dir, media srvcs, David K. Braun
Assoc dir, media srvcs, D. J. Miceli
Mgr, local media, Gary Gruneberg
Asst mgr, local media, L. F. Meyer
Mgr, plng/buying: Brenda Jansen (network)
Asst mgrs, plng/buying: Kathy Olvany-Riordan (print), Jonathan Sims (research)
Media asst, Bobby Asano
Agency: Young & Rubicam, N.Y.
Exec vp-grp dir, Lawrence Shapiro
Vp-mgmt supr, Duncan Pollack
Acct suprs: Chris Becker, Susan Vary
Acct execs: Miriam Kogan, Bryce Ott, Debra Coughlin, Ellen Hyde
Vp-media grp supr, Beth Rockwood
Media suprs: Robert Kulka, Gary Kagawa

68. NESTLE'S products
Nestle Enterprises

	media dollars 1983*	1984
Magazines	$ 3,313,000	$ 5,793,000
Natl. Sun. mags.	298,000	676,000
Newspapers	1,059,000	1,051,000
Network tv	19,103,000	21,174,000
Spot tv	19,138,000	14,630,000
Network radio	748,000	1,148,000
Spot radio	402,000	942,000
Outdoor	—	—
Total	$44,061,000	$45,414,000

* revised

Classifications: confectionery (LNA F-210); food beverages (LNA F-170); cooking prods. (LNA F-110)
Marketing/brand management:
Sr vp-mktg, Blair Gensamer
Mktg vps-Frank Arthofer (grocery products), Chris Hoch (confections), Jeff Caso (coffee)
Vp-mktg srvcs, Bonnie Webster
Media dir, Steve Kubinski
Media mgr, Robert Bishopp
Agencies: McCann-Erickson, N.Y.
(Nescafe & Quik)
Sr vp-mgmt rep, Peter Heinz
Vp-acct dir, Ted Donahue (Nescafe)
Vp-acct supr, David Ganz (Quick)
Sr vp-media dir, Ira Carlin
Vp-plng mgr, George Hayes
Jordan, Case & McGrath, N.Y.
(Hot cocoa mix, Crunch)
Acct execs: Virginia Pirie, Tom Magnus
Vp-assoc media dirs: Jane Fuller, Sylvia Rodriguez
Media suprs: Jay Jordan, Sue Davis
Media plnrs: Scott McGavich (crunch), Kathy Burke (hot cocoa mix)
J. Walter Thompson, N.Y.
(Tea, confections, coffee)
Sr vp-mgmt dir, Jack Morrissey (confections)
Vp-acct dir, Steve Dworin
Acct suprs: Anne Morrow, Kate Guenther
Acct reps: Peter Leinroth, Sabina Tobler
Vp-media dir, Albert Romano
Media supr, Vicky Roschen
Conill Advertising, N.Y.
(Hispanic markets)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

69. ANACIN analgesic
American Home Products

	media dollars 1983	1984
Magazines	$ 3,646,000	$ 783,000
Natl. Sun. mags.	464,000	85,000
Newspapers	44,000	—
Network tv	34,667,000	40,660,000
Spot tv	3,719,000	3,835,000
Network radio	2,053,000	14,000
Spot radio	—	26,000
Outdoor	—	—
Total	$44,593,000	$45,403,000

Classification: medicines (LNA D-210)
Marketing/brand management:
Adv dir, Richard Feldheim
(Anacin & Maximum Strength Anacin)
Vp-mktg, Andrew Davis
Sr prod mgr, Bill Seiden
Prod mgrs: Julia Dennis, Judy Bender
(Anacin-3)
Vp-mktg, G. B. Prince
Grp mgr, Arthur Lawrence
Agencies: William Esty, N.Y.
(Anacin)
Sr grp vp-mgmt supr, G. Biava
Mgmt supr, Peter Balint
Sr vp-media dir, Peter Triolo
Vp-assoc media dirs: Joseph Sander, Patricia Halliwell
Young & Rubicam, N.Y.
(Maximum Strength Anacin)
Vp-mgmt supr, James Hogan
Vp-media grp supr, David Fulton
Media supr, Barbara Delfyett
Kornhauser & Calene, N.Y.
(Anacin 3)
Vp-mgmt supr, Claire Owen
Sr vp-media dir, Gary Faver

70. DUNCAN HINES mixes

Procter & Gamble

	media dollars	
	1983	1984
Magazines	$ 3,993,000	$ 3,565,000
Natl. Sun. mags.	—	185,000
Newspapers	233,000	247,000
Network tv	15,584,000	20,270,000
Spot tv	8,582,000	21,108,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$28,392,000**	**$45,375,000**

Classification: mixes (LNA F-113)
Marketing/brand management:
Div mgr, L. D. Milligan
Adv mgr, J. T. Smith
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agency: Saatchi & Saatchi, Compton, New York
Mgmt supr, Jean Mojo
Acct supr, Diedre Cavanagh
Acct execs: Don Casey, Lisa Halle
Grp media dir, Bob Pope
Assoc media dir, Barbara Towey
Media supr, Lawrence Cooke

71. GOODYEAR tires

Goodyear

	media dollars	
	1983	1984
Magazines	$ 4,577,000	$ 6,090,000
Natl. Sun. mags.	—	—
Newspapers	—	71,000
Network tv	22,633,000	26,957,000
Spot tv	10,857,000	9,764,000
Network radio	655,000	999,000
Spot radio	262,000	729,000
Outdoor	219,000	713,000
Total	**$39,203,000**	**$45,323,000**

Classifications: tires (LNA T-140); automotive products (LNA T-150)
Marketing/brand management:
Vp-advtg, George S. Lenox
Dir adv: James K. Devoe,
Mgr media srvcs, G. S. Drop
Mgr corp adv, L. B. Elms
Mgr retail advtg, Davis M. Jones
Mgrs adv: Ron Graham (gen. products); Jim Manning (auto products, chemicals, roofing, shoe products); Jim Neawedde (auto/rv, racing tires); Norb Drol (truck/farm tires)
Agencies: J. Walter Thompson, N.Y.
(tires, aerospace, general products)
Worldwide mgmt dir, Robert Beauregard
Sr vp-acct dir, Peter Hanley
Sr acct suupr, Peter Farago
Acct suprs: Doug Foster (tires), Ed Powell (aerospace/gen. products)
Acct execs: Kate Lynch, Fritz Favorule
Sr vp-media dir, Richard Kostyra
Sr vp-dir media plng, John Gray
Sr vp-dir bdcst, John Sisk
Vp-assoc media dirs: Al Romano, Ron Von Urff
Media supr, Tom Arnold
Media plnrs: Paul Kappo, Anthony Salecno
(retail stores)
Vp-mgmt supr, Bob Haverback
McCann Erickson, N.Y.
(all international)
Sr vp-worldwide acct dir, Peter Kennaby
Mingo-Jones, New York
(ethnic-creative)
Sr vp-dir client srvcs, Samuel Chisholm
Acct supr, William McGugins
Brouillard Communications (JWT) New York
(corporate)
Sr vp-acct dir, Doug Longmire
Vp-acct supr, Cal Crouch
Sr vp-media dir, Frank Massaro
Vp-assoc media dir, Jim Bracken
Vp-bdcst srvcs dir, Helen Colton
Media plnr, Larry White

72. STROH'S beer

Stroh Brewery

	media dollars	
	1983	1984
Magazines	$ 255,000	$ 1,988,000
Natl. Sun. mags.	—	—
Newspapers	242,000	450,000
Network tv	24,962,000	27,780,000
Spot tv	7,014,000	5,936,000
Network radio	—	—
Spot radio	3,472,000	6,141,000
Outdoor	951,000	2,642,000
Total	**$36,896,000**	**$44,937,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Exec vp-mktg & sales, J. Wayne Jones
Vp-brand mgmt, Hunter Hastings
Dir corp media, David C. Martin
Agences: Marschalk, New York
Sr vp-mgmt srvc dir, Frank Mangan
Vp-assoc media dir, Chris Brodie
Exec vp, Stephen Bayer
Media grp head, Reg Ungberg
Media supr, William Moore
Sr media plnr, Lisa Raduazzo
Ohlmeyer Advertising, N.Y.
Mgmt supr, Mary Brownell
Acct supr, Frank Cuzzi
Exec vp-media/prog, Lee Pratt
Sr vp-dir of bdcst, Peter Chrisanthopoulos
Sr vp-media dir, Tom Garrabrant
Media supr, Terry Cunningham
Bermudez & Associates, Los Angeles
(Spanish markets)
Vp-acct srvcs, Marguerite Cueto
Media dir, Debra Nason

73. L'OREAL

Cosmair Inc.

	media dollars	
	1983	1984
Magazines	$ 7,015,000	$ 8,952,000
Natl. Sun. mags.	—	—
Newspapers	76,000	—
Network tv	23,085,000	34,705,000
Spot tv	67,000	220,000
Network radio	—	—
Spot radio	—	24,000
Outdoor	—	—
Total	**$30,243,000**	**$43,901,000**

Classifications: cosmetics (LNA D-110); hair products (LNA D-140)
Marketing/brand management:
Pres-cosmetic div, Jim Nixon
Sr vp-gen mgr cosmetic div, John Wendt
Vp-cosmetic dir, Beatrice Dautresme
Agency: McCann-Erickson, N.Y.
Sr vp-mgmt rep, Steven Bretschneider
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Stan Weinstein

Four-year trend totals start on page 52.

74. U.S. POSTAL SERVICE

U.S. Government

	media dollars	
	1983	1984
Magazines	$ 9,641,000	$15,423,000
Natl. Sun. mags.	833,000	1,265,000
Newspapers	3,078,000	3,433,000
Network tv	12,925,000	16,307,000
Spot tv	5,817,000	5,991,000
Network radio	665,000	—
Spot radio	281,000	784,000
Outdoor	160,000	344,000
Total	**$33,400,000**	**$43,547,000**

Classification: U.S. government advertising (LNA B-160)

Marketing/brand management:

Dir con mktg, Pete Davidson

Dir com mktg, John Wargo

Dir adv, E. J. Gary Stevens

Agency: Young & Rubicam, N.Y.

Sr vp-mgmt supr, Fred Baxter

Acct suprs: Bud Hall, Dick Kebbon, Terry Pranses, William McGorry

Sr vp-grp media supr, Nancy Smith

Media supr, J. C. Ziegler

(Philately)

Vp-grp media supr, Beth Rockwood

Media supr, Gary Kagawa

75. KOOL cigarettes

Brown & Williamson (B.A.T. Industries)

	media dollars	
	1983	1984
Magazines	$17,716,000	$13,040,000
Natl. Sun. mags.	6,960,000	5,458,000
Newspapers	11,031,000	17,574,000
Network tv	—	—
Spot tv	385,000	65,000
Network radio	—	—
Spot radio	—	—
Outdoor	10,841,000	7,210,000
Total	**$46,933,000**	**$43,347,000**

Classifications: tobacco (LNA G-110); events (LNA G-320)

Marketing/brand management:

Dir mktg oper, L. R. Lewis

Vp-mktg oper, E. T. Parrack

Vp-mktg & plng, Don Johnston

Dir media srvcs, T. P. McAlevey

Asst media mgr, Fran Canary

Agency: Doyle Dane Bernbach, N.Y.

(creative only)

Vice chmn, Peter Falcone

Grs sr vp, Grant Roberts

Vp-mgmt supr, Jud Saviskas

Vp-media plng dir, Gene Huber

Assoc media plng dir, Bob Gordy

Ogilvy & Mather, Chicago

(media only)

Assoc media dir, Karen Hendrickson

Media supr, Mary Anne Lindberg

For alphabetical index, turn to page 48.

76. TWA

Trans World Airlines

	media dollars	
	1983	1984
Magazines	$ 4,086,000	$ 5,190,000
Natl. Sun. mags.	267,000	611,000
Newspapers	21,852,000	21,424,000
Network tv	99,000	—
Spot tv	8,336,000	12,095,000
Network radio	723,000	810,000
Spot radio	3,823,000	2,735,000
Outdoor	153,000	310,000
Total	**$39,339,000**	**$43,175,000**

Classification: passenger travel (LNA T-410)

Marketing/brand management:

Staff vps-mktg: E. D. Kaufman (pass.), Charles Adams (cargo)

Agency: Ogilvy & Mather, N.Y.

Sr vp-mgmt supr, Tim Elliot

Vp-mgmt supr, Bill Gray

Vp-acct supr, Mark Goldman

Acct supr, Chuck Hodgkinson

Sr vp-dir media oper, Kenneth Caffrey

Sr vp-assoc media dir, Jack Deitchman

Vp-asst media dir, Mark Rice

77. CAMPBELL's foods

Campbell Soup

	media dollars	
	1983	1984
Magazines	$ 5,212,000	$ 6,604,000
Natl. Sun. mags.	468,000	1,148,000
Newspapers	737,000	1,315,000
Network tv	21,508,000	25,816,000
Spot tv	2,462,000	3,238,000
Network radio	4,444,000	4,021,000
Spot radio	1,126,000	922,000
Outdoor	8,000	18,000
Total	**$35,965,000**	**$43,082,000**

Classification: prepared foods (LNA F-120)

Marketing/brand management:

Vp-mktg, H. M. Baum

Pres-CSC Advtg, Paul N. Mulcahy

Vp-con srvcs, Z. Coulson

Dir media srvcs, George D. Mahrlig (soup group)

Grp gen mgr, D. L. Santangelo

Mktg dir-Ready-to-Serve, D. E. Goerke

Sr mktg mgr-condensed soups, L. A. Carpenter

Mktg mgrs: D. E. Bair, Robert Steenrod, Jill Skaler, Dawn Mueller

(grocery group)

Gen mgr, Jack Horn

Mktg mgrs: Kathleen MacDonnell, Arthur Ferrara, John Haring

Agencies: CSC Advertising, Camden (house agency)

Backer & Spielvogel, N.Y.

(condensed soups)

Exec vp-coo, Robert Holmen

Sr vp-mgmt supr, Joseph Prior

Vp-acct dir, Alan Stone

Acct supr, Charles Nemetz

Exec vp-dir media srvcs, Stephen Leff

Sr vp-media dir, Jay Schoenfeld

Assoc media dir, Ann Meschery

Media supr, Katie Weil

BBDO, New York

(Chunky Soups, Home Cookin', new products)

Sr vp-mgmt rep, Richard Bonnette

Mgmt supr, Alex Carlin

Acct supr, Robert McGreevy

Exec vp-dir media & prog, Arnie Semsky

Vp-assoc media dir, Mike Hedge

Plng supr, Ursula Giannone

Needham Harper Worldwide, N.Y.

(Campbell's Beans)

Sr vp-acct grp dir, Philip Wallace

Sr vp-mgmt rep, Richard Murray

Sr acct supr, Leo Mamorsky

Sr vp-media dir, Page Thompson

Vp-assoc media dir, David Brown

Media supr, Donna Black

Conill Advertising, N.Y.

(Hispanic markets)

Vp-acct dir, Julio J. Castellanos

Vp-acct supr, Charles F. Magee , Jr.

Exec vp-media dir, Bibiana Grau

78. CBS

CBS Inc.

	media dollars	
	1983	1984
Magazines	$16,724,000	$27,680,000
Natl. Sun. mags.	200,000	873,000
Newspapers	6,695,000	10,589,000
Network tv	126,000	—
Spot tv	3,001,000	2,471,000
Network radio	133,000	84,000
Spot radio	113,000	961,000
Outdoor	61,000	68,000
Total	**$27,053,000**	**$42,726,000**

Classifications: radio stations (LNA B-430); tv stations (LNA B-440); records/tapes (LNA H-330)

Marketing/brand management:
Sports (TV)
Vp-comm, Robert V. Tassie
News (TV)
Dir adv & prom, Joseph R. Passarella
Television stations
Vp-aud mktg, Douglas C. Clemensen
Radio networks
Vp-gen mgr, Michael R. Ewing (Radio Network)
Vp-gen mgr, Robert Kipperman (RADIO RADIO)
(CBS owned AM stations)
Vp, Eugene Lothery
(CBS owned FM stations)
Vp, Robert Hyland III
(CBS Records)
Vp-adv & design, Linda Barton
Agencies: DDB, New York
Exec vp, Larry Iannuzzelli
Vp-acct supr, Robert Stern
Vp-dir newspaper/outdoor buying, Jack Cohen
Wunderman, Ricotta & Kline, N.Y.
(CBS Records — broadcast advertising)
Acct supr, Morris Baumstein
Ogilvy & Mather, N.Y./L.A.
Vp-mgmt suprs: Penny Bernstein (Entertainment & News — N.Y.); Marilyn Fidler (Entertainment — L.A.)
Sr vp-assoc media dir, Tony Nacinovich
Vp-assoc media dir, Kristina Allen

79. ABC
Capital Cities

	media dollars 1983	1984
Magazines	$22,453,000	$29,580,000
Natl. Sun. mags.	314,000	—
Newspapers	10,228,000	12,254,000
Network tv	—	—
Spot tv	1,000	49,000
Network radio	409,000	—
Spot radio	574,000	774,000
Outdoor	8,000	—
Total	**$33,987,000**	**$42,657,000**

Classifications: tv stations (LNA B-440); radio stations (LNA B-430)
Marketing/brand management:
(TV network)
Vp-adv/station prom, Paul W. Barrett
Dir adv, Russell Roney
(ABC-owned tv stations)
Pres, Richard A. O'Leary
(radio network)
Vp-sr exec, Bob Benson
(ABC-owned radio stations)
Pres, Charles DeBare
Vp-prod dev/plng, Phil Boyer
Agencies: McCaffrey & McCall, N.Y.
(TV network, Sports)
Sr vp-acct exec, Norman Freedman
Acct execs: Barry Weintraub, Pat Corrigan
Sr vp-media dir, Tom Wilson
Vp-assoc media dir, Hans Zucker
Media supr, Grace Mathias
Grey, New York
(Movies, ABC Theatre)
Exec vp-dir media & prog, Alec Gerster
Vp, Donald Foley
N W Ayer, N.Y.
(ABC News, corporate adv)
Exec vp-exec acct dir, Thomas F. Maxey
Sr vp-mgmt supr, Gerald Coleman
Vp-acct supr, Henry A. Hartwell, III
Vp-grp media dir, Beth Gordon
Vp-assoc media dir, Richard Alcott

80. IVORY soaps
Procter & Gamble

	media dollars 1983	1984
Magazines	$ 246,000	$ 2,442,000
Natl. Sun. mags.	—	—
Newspapers	—	32,000
Network tv	22,293,000	29,561,000
Spot tv	9,293,000	10,467,000
Network radio	—	120,000
Spot radio	—	14,000
Outdoor	—	—
Total	**$31,832,000**	**$42,636,000**

Classifications: soaps & detergents (LNA H-410); personal hygiene (LNA D-120); shampoos, conditioners, and cream rinses (LNA D-142)
Marketing/brand management:
Div mgrs, S. P. Donovan (packaged), C. C. Carroll (bar soap)
Adv mgrs: B. L. Byrnes (packaged), R. H. Van Wagener (bar soap)
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, M. Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agencies: Saatchi & Saatchi, Compton, N.Y.
(Ivory Liquid)
Sr vp-mgmt dir, Paula Forman
Vp-acct supr, Amy Saypol
Acct mgr, Mary Haderlein
Asst acct mgr, Brooke Baker
Vp-assoc media dir, Pat O'Donnell
(Ivory Bar)
Mgmt supr, John Sloan
Acct supr, Vicki Tencati
Vp-assoc media dir, Pat O'Donnell
Benton & Bowles, N.Y.
(Ivory Snow)
Sr vp-dir acct mgmt, Tom Carey
Sr vp-mgmt supr, Ira Schwartz
Sr vp-mgr media plng/oper, Rich Hamilton
Vp-assoc media dir, Jeri Dack

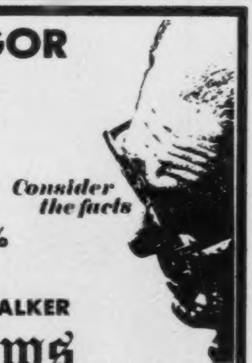
81. LINCOLN
Ford Motor

	media dollars 1983*	1984
Magazines	$ 2,100,000	$ 8,151,000
Natl. Sun. mags.	—	282,000
Newspapers	9,109,000	14,440,000
Network tv	3,369,000	5,589,000
Spot tv	7,417,000	12,371,000
Network radio	—	—
Spot radio	353,000	865,000
Outdoor	721,000	268,000
Total	**$23,069,000**	**$41,966,000**

* revised

THE MAINE BUY IS BANGOR

- $3.2 billion effective buying income
- 18.8% annual retail sales growth (twice the national average)
- Phenomenal 71% weekday and 79% weekend coverage of home county



REPRESENTED BY SAWYER-FERGUSON-WALKER

Bangor Daily News
The Maine Choice.

Sources: ABC Audit, Sept. 1984; Sales and Marketing Management, July 1983 and 1984.

Classification: cars (LNA T-110)
Marketing/brand management:
(Lincoln-Mercury div.)
Gen mktg mgr, Edsel B. Ford II
Advtg mgr, Thomas B. Ryan, Jr.
Agency: Young & Rubicam, Detroit
Exec vp-grp dir, John Sanders
Sr vp-grp dir, C. E. Riley
Sr vp-media dir, Ken Pool

82. DU PONT products
E.I. du Pont

	media dollars	
	1983*	1984
Magazines	$25,129,000	$26,408,000
Natl. Sun. mags.	2,852,000	3,176,000
Newspapers	819,000	43,000
Network tv	4,704,000	6,980,000
Spot tv	2,214,000	2,961,000
Network radio	771,000	818,000
Spot radio	1,387,000	1,324,000
Outdoor	2,000	6,000
Total	**$37,878,000**	**$41,716,000**

* revised

Classifications: manufactured materials (LNA B-510); apparel fabrics (LNA A-170); fibers (LNA H-133, 143)
Marketing/brand management:
Vp-mktg comm, Charles E. Crowley
Division directors: R. W. Nightengale, Jr. (textile fibers, international), H. E. Davis (chemicals, polymers, packaging, films), J. M. Murray, II (agricultural chemicals), R. E. Williams (finishes, fabricated products, corporate)
Group managers: John B. Brett, Jr. (corporate), James B. Boyer (textile fibers — industrial, carpet, fiberfill), Philip G. Byers (polymer products — engineering), Christine M. Ferrero (polymer products — packaging), Gerald W. Hale (agrichemicals), James C. Maneval (electronics), Thomas E. Minnich (biomedical), Daniel E. Motz (industrial), Frank G. Oswold (textile fibers — apparel, home furnishings), John S. Swajeski (consumer products), John P. Swan (chemicals, pigments, petrochemicals), Eileen S. Weber (polymer products — industrial), Daniel E. Weiss (photosystems)
Adv/prom reps: Duane Roach (hosiery, underwear, active wear), Edward Bispham (home upholstery, fabrics, curtains, draperies), Richard Lounsbury (fiberfill), Hubert A. Ockerfels (women's/men's wear), Patricia Beegle (intimate apparel)
Agencies: N W Ayer, N.Y.
(Silverstone, Corian, Stren)
Exec vp-exec acct dir, George H. Eversman
Sr vp-mgmt supr, Mark Bollman (consumer)
Vp-mgmt supr, Ross Tompkins (industrial)
Vp-acct supr, Dick Kennedy
Vp-assoc media dir, Sue Kaufman
Media supr, Steve Brown
BBDO, New York
(Textile fibers/corporate)
Sr vp-mgmt suprs: Joseph Crowley, Bernard Gross (corporate), Frank Perkins (corporate)
Exec vp-dir of media srvcs, Arnie Semsky
Sr vp-dir media plng srvcs, Mike Drake
Sr vp-assoc media dir, John Belsiore (corporate)
Vp-assoc media dir, Mike Bienstock
Sr vp-dir ntwk tv & prog, William Croasdale
Vp-nwk prog supr, Stewart Shlossman
Media supr, Steve Kurtzer (corporate)
Ntwk buyer, Diane Lattanzi
Media plnrs: Stella Sznajderman, Pamela Bacon
Rumrill-Hoyt, Rochester, NY
(Agricultural chemicals)
Mgmt supr, Richard D. Thomson
Grp mgr, Keith Kuehn
Acct suprs: Graeme Blasdel, Paula Johnson
Acct execs: Jim Baxter, Mike Brunner, Frank Gilleland
Media dir, William Mackey
Media plnr, Jeri Gilleland
Barnum Communications, N.Y.
(pharmaceuticals, diagnostics/bioresearch, medical, x-ray)
Vp-acct suprs: Peter Neaman (diagnostics/bioresearch), L. S. Shapiro (pharmaceuticals)
Media dir, Maureen Liberti
Kelly Michener, Lancaster, PA
(connectors, film)
Acct supr, Greg Purcell
Acct exec, Chuck Hursen
Media dir, Harry Rolfe

Four-year trend totals start on page 52.

83. PANASONIC products
Matsushita Electric

	media dollars	
	1983*	1984
Magazines	$ 7,542,000	$14,087,000
Natl. Sun. mags.	71,000	—
Newspapers	1,248,000	3,586,000
Network tv	—	35,000
Spot tv	7,583,000	12,216,000
Network radio	—	—
Spot radio	2,415,000	5,746,000
Outdoor	134,000	238,000
Total	**$18,993,000**	**$41,654,000**

* revised

Classifications: small appliances and equipment (LNA H-220); office machines (LNA B-320); men's shavers (LNA D-125); home electronics (LNA H-310)
Marketing/brand management:
Gen mgrs: Frank Novak (industrial), Bob Greenberg (consumer)
Agencies: Ted Bates, New York
Exec vp-client srvcs, John Noakes
Sr vp-mgmt rep, Vito Mandato
Vp-media dir, Nancy Clott
Grey, New York
(Technics, 2-way, microwave ovens, batteries)
Exec vp-mgmt rep, Stew Hegleman
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Russ Booth

84. SEVEN-UP soft drink
Philip Morris

	media dollars	
	1983	1984
Magazines	$ 406,000	$ 811,000
Natl. Sun. mags.	314,000	—
Newspapers	1,760,000	1,151,000
Network tv	13,503,000	22,087,000
Spot tv	6,402,000	12,154,000
Network radio	—	—
Spot radio	2,935,000	4,823,000
Outdoor	958,000	439,000
Total	**$26,278,000**	**$41,465,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Vp-media srvcs, Ralph Countryman
Vp-brand mgmt, David Haffner
Agencies: N W Ayer, N.Y.
Sr vp-exec acct dir, David Gantman
Sr vp-mgmt supr, Lauren Tucker
Vp-acct suprs: R. C. Morrison (Diet 7 Up), L. W. Stabile, III
Sr vp-grp media dir, Jane Twyon
Vp-assoc media dir, Allen Brivic

Media supr, Mitch Borden
UniWorld Group, N.Y.
(Minority marketing)
Acct supr, Ron Owens
Vp-dir of mktg/Hispanic div, Fermina Platon
Mgmt supr/Hispanic div, Neil Campbell
Media dir, Sherri Cherot
Assoc media dir, Irene Flores

85. TRUE VALUE hardware stores
Cotter & Co.

	media dollars	
	1983	1984
Magazines	$ 5,324,000	$ 4,558,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	4,202,000	11,843,000
Spot tv	13,946,000	14,640,000
Network radio	9,648,000	10,201,000
Spot radio	724,000	—
Outdoor	9,000	33,000
Total	**$33,853,000**	**$41,275,000**

Classification: Miscellaneous (retail) LNA G-719)
Marketing/brand management:
Sec/treas-mdsg mgr, Ed Lanctot
Agency: Christenson, Barclay & Shaw, Chicago
Pres-acct exec, Jerry Christenson
Media dir, Teresa Miller

86. WINSTON cigarettes
R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$19,769,000	$15,299,000
Natl. Sun. mags.	4,169,000	3,803,000
Newspapers	12,108,000	8,683,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	12,915,000	13,139,000
Total	**$48,961,000**	**$40,924,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand mktg, Marty Orlowsky
Grp mktg dir, G. W. McKenna
Sr brand manager, J. J. Griffin
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Grp plng mgr, Bernie Bauguess
Brand plng mgr, Neal Sandler
Agency: McCann-Erickson, N.Y.
(Creative only)
Exec vp, Edward G. A. Bathon
Sr vp-mgmt rep, Robert J. Dunn

87. U.S. ARMY
U.S. Army Recruiting Command

	media dollars	
	1983	1984
Magazines	$ 7,148,000	$ 9,025,000
Natl. Sun. mags.	—	—
Newspapers	644,000	602,000
Network tv	18,189,000	24,826,000
Spot tv	7,000	4,000
Network radio	2,376,000	1,253,000
Spot radio	2,761,000	4,124,000
Outdoor	274,000	140,000
Total	**$31,125,000**	**$39,974,000**

Classification: U.S. Government (LNA B-160)
Marketing/brand management:
Dir adv/sales prom, Col. Donald F. Borden
Chief-media dist, Maj. Robert Gaylord
Agencies: N W Ayer, N.Y.
Exec vp-exec acct dir, George Eversman
Sr vp-mgmt supr, Lamar LeMonte
Sr vp-mgmt supr, Roy Robinson
Vp-grp media dir, David Lehmkuhl
Vp-assoc media dir, Ellen Tanenbaum
Media supr, Ria Vigil
Lockhart & Pettus, New York
(Black ethnic program)
Sr vp-dir client srvcs, Ronn Harris
Acct coor, Alicia Evans

88. MCI
MCI Communications

	media dollars	
	1983	1984
Magazines	$ 1,833,000	$ 2,519,000
Natl. Sun. mags.	—	—
Newspapers	1,374,000	3,705,000
Network tv	1,711,000	—
Spot tv	29,230,000	32,829,000
Network radio	—	—
Spot radio	1,743,000	715,000
Outdoor	80,000	21,000
Total	**$35,971,000**	**$39,789,000**

Classification: communications (LNA B-140)
Marketing/brand management:
Dir mktg, Roy Gamse
Pres-mktg, Bert Roberts
Mktg/adv dir, Anne Weeks
Adv mgr, Karyn Selko
Agency: Ally & Gargano, N.Y.
Sr vp-mgmt supr, Jim Feeney
Vp-mgmt supr, Barry Ofstedal
Sr vp-media dir, Larry Dexheimer
Vp-media grp head, Gene Willhoft

89. HERSHEY products
Hershey Foods

	media dollars	
	1983	1984
Magazines	$ 6,160,000	$ 9,509,000
Natl. Sun. mags.	199,000	—
Newspapers	1,138,000	132,000
Network tv	12,200,000	23,184,000
Spot tv	3,609,000	5,705,000
Network radio	396,000	870,000
Spot radio	134,000	168,000
Outdoor	—	—
Total	**$23,836,000**	**$39,568,000**

Classification: Ingredients/candies (LNA F-115, 211)
Marketing/brand management:
Mktg vp, Jay Carr
Dirs of mktg: Michael Holmes (candy bars, packaged candy), A. F. Germann (grocery products)
New business dev vp, J. H. Dowd
Dir of new prods, A. J. Pingitore
Mgr media rel, J. Brian Herrmann
Agencies: DDB, New York
Vice chmn, Peter Falcone
Grp-sr vp, Peter Tate
Exec vp-media & prog dir, Mike Drexler
Vp-media plng dir, Steve Caputo
Assoc media plng dir, Liz Lubarsky
Ogilvy & Mather, N.Y.
Sr vp-mgmt supr, Michael Vaughan
Sr vp-assoc media dir, Tony Nacinovich
Vp-assoc media dirs: Kristina Allen, Anthony DeSena, Mark Belton

90. COLUMBIA motion pictures
Coca-Cola

	media dollars	
	1983	1984
Magazines	$ 261,000	$ 1,650,000
Natl. Sun. mags.	—	—
Newspapers	24,000	833,000
Network tv	37,964,000	29,994,000
Spot tv	2,206,000	1,562,000
Network radio	—	—
Spot radio	1,485,000	5,277,000
Outdoor	150,000	165,000
Total	**$42,090,000**	**$39,481,000**

Classification: movies (LNA G-310)
Marketing/brand management
Pres-mktg/res, Ashley Boone
Sr vp, dir of adv, Steve Kasloff
Agencies: Ogilvy & Mather, L.A.
(motion pictures)
Vp-mgmt supr, Mary Ellen Stoetzel
Sr vp-media dir, Ron Reilly

Vp-assoc media dir, Tom Coughlin
Dir local bdcst, Ro Campbell
Stursberg & Hewitt, Los Angeles
(Tv programs)
Vp-client srvc, David Stone
Media dir, John Cull

91. GTE
GTE Corp

	media dollars	
	1983	1984
Magazines	$ 5,922,000	$ 6,221,000
Natl. Sun. mags.	—	—
Newspapers	4,655,000	11,299,000
Network tv	6,061,000	7,917,000
Spot tv	6,589,000	10,030,000
Network radio	—	—
Spot radio	2,458,000	2,970,000
Outdoor	6,000	31,000
Total	**$25,691,000**	**$38,468,000**

Classification: communications (LNA B-140)
Marketing/brand management:
Vp-corp comm, Edward C. MacEwen
Vp-mktg & bus plng (telephone operations) Henry Donaldson
Asst vp-mktg & sales oper, Thomas White
Dir-mktg comm (telephone operations), Roger Brown
Agency: Doyle Dane Bernbach, N.Y.
Exec vp, Larry Iannuzzelli
Grp sr vp, Denis Crosley
Vp-mgmt supr, Joseph McParland
Vp-acct suprs: Joe Belle Isle, Nancy Bretl
Vp-media plng dir, George Huelser
Assoc media plng dir, Davis Stewart

92. BETTY CROCKER foods
General Mills

	media dollars	
	1983	1984
Magazines	$ 6,217,000	$ 6,857,000
Natl. Sun. mags.	—	—
Newspapers	914,000	589,000
Network tv	19,064,000	19,724,000
Spot tv	5,147,000	10,170,000
Network radio	1,211,000	825,000
Spot radio	—	—
Outdoor	—	—
Total	**$32,553,000**	**$38,165,000**

Classifications: cooking products (LNA F-110); prepared food (LNA F-120); bakery goods (LNA F-160)
Marketing/brand management:
Vp-dir of mktg srvcs, Stephen R. Demeritt
Adv srvcs dir, Robert J. Blake
Media srvcs dir, Hal Nitch
Media mgr, Pamela Rothmeier
Agency: Needham Harper Worldwide, Chicago
Sr vp-mgmt rep, Stuart Sharpe
Vp-acct supr, Ray Gillette
Sr vp-media dir, Michael White
Sr vp-assoc media dir, David Drake
Sr vp-dir media oper, William F. Heimann
Vp-assoc media dir, Geoffrey McClelland
Vp-ntwk assoc dir, Warren Siddall

93. HALLMARK cards
Hallmark Cards

	media dollars	
	1983	1984
Magazines	$ 509,000	$ 8,928,000
Natl. Sun. mags.	—	—
Newspapers	65,000	219,000
Network tv	18,668,000	27,396,000
Spot tv	1,381,000	1,355,000
Network radio	276,000	—
Spot radio	—	2,000
Outdoor	—	2,000
Total	**$20,899,000**	**$37,902,000**

Classification: greeting cards (LNA B-331)
Marketing/brand management:
Dir adv & tv prog, Brad R. Moore
Mgr prod adv, Ira Stolzer
Mgr mktg comm, Nancy Matheny
Agency:
Ogilvy & Mather, NY
Sr vp-grp dir, Brendan Ryan
Vp-mgmt supr, Linda Cornelius
Acct supr, Steve Harty
Sr vp-assoc media dir, Raymond Simko
Vp-asst media dir, Alan Orlick

94. MIDAS auto supplies
IC Industries

	media dollars	
	1983	1984
Magazines	$ 1,117,000	$ 1,200,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	12,817,000	13,934,000
Spot tv	11,916,000	12,585,000
Network radio	—	—
Spot radio	6,182,000	10,103,000
Outdoor	3,000	14,000
Total	**$32,035,000**	**$37,836,000**

Classification: auto parts & accessories (LNA T-154)
Marketing/brand management:
Vp mktg, Ralph Linder
Media mgr, Karen Greco
Agency: Wells, Rich, Greene, Chicago
Pres, Larry Singer
Vp-mgmt supr, Jim Avery
Vp-media dir, Jill Cassorla
Assoc media dir, David Kelly

95. FEDERAL EXPRESS
Federal Express Corp.

	media dollars	
	1983	1984
Magazines	$ 1,430,000	$ 3,052,000
Natl. Sun.mags.	—	—
Newspapers	896,000	3,587,000
Network tv	20,005,000	23,675,000
Spot tv	2,766,000	6,959,000
Network radio	—	—
Spot radio	49,000	278,000
Outdoor	32,000	22,000
Total	**$25,178,000**	**$37,573,000**

Classification: air cargo (LNA B-612)
Marketing/brand management:
Sr vp-mktg/cust srvcs admin, Thomas R. Oliver
Vp-mktg, Carole A. Presley
Adv mgr, Nancy Altenburg
Agency: Ally & Gargano, N.Y.
Chmn & pres, Amil Gargano
Sr vp-mgmt supr, Dennis Visich
Vp-mgmt supr, Dennis Glennon
Vp-assoc media dir, Hal Zwick

96. TACO BELL restaurants
PepsiCo

	media dollars	
	1983	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	—	—
Spot tv	$18,560,000	$28,473,000
Network radio	—	—
Spot radio	3,589,000	8,792,000
Outdoor	95,000	222,000
Total	**$22,244,000**	**$37,487,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Vp-mktg, James P. Loser
Vp-field mktg, Dane Waitkus
Dir, field mktg, Parry Robson
Mgr, media srvcs, Diane Nivison
Agency: Tracy-Locke/BBDO, Dallas
Exec vp-mgmt rep, Rod Underhill
Vp-acct supr, Todd Knudson
Vp-assoc media dir, Sandra McQuality

97. SUBARU cars

Subaru of America (Fuji)

	media dollars	
	1983	1984
Magazines	$ 3,296,000	$ 4,557,000
Natl. Sun. mags.	—	—
Newspapers	2,689,000	4,552,000
Network tv	11,909,000	12,615,000
Spot tv	14,394,000	14,963,000
Network radio	—	—
Spot radio	78,000	595,000
Outdoor	142,000	197,000
Total	**$32,508,000**	**$37,479,000**

Classification: cars (LNA T-112)
Marketing/brand management:
Vp-corp comm, Doug Mahin
Natl adv mgr, Chris Wackman
Mgr, advtg media, Rick Balsiger
Mgr, advtg prod, Karen Allen
Agency: Levine, Huntley, Schmidt & Beaver, New York
Sr vp-mgmt supr, Terry Bonaccolta
Vp-acct supr, Michael Elkisch
Sr vp-media, Jim Dragoumis
Dir print media, Vivian Riley
Dir media srvcs, Mike Daly

98. MERCEDES-BENZ autos

Mercedes-Benz of N.A.

	media dollars	
	1983	1984
Magazines	$ 14,231,000	$14,098,000
Natl. Sun. mags.	547,000	203,000
Newspapers	6,586,000	6,507,000
Network tv	12,677,000	13,818,000
Spot tv	2,679,000	487,000
Network radio	—	—
Spot radio	2,136,000	2,354,000
Outdoor	55,000	—
Total	**$38,911,000**	**$37,467,000**

Classification: passenger cars (LNA T-110)
Marketing/brand management:
Gen mgr-mktg comm dept, Robert C. Owens, Jr.
Adv mgr, J. Kevin Davidson
Agency: McCaffrey & McCall, N.Y.
Sr vp-grp dir, William Vieser
Sr vp-media dir, Tom Wilson
Vp-assoc media dir, Hans Zucker

Four-year trend totals start on page 52.

99. HASBRO games and toys

Hasbro Inc.

	media dollars	
	1983	1984
Magazines	$ 948,000	$ 2,025,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	4,647,000	14,258,000
Spot tv	13,942,000	20,888,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$19,537,000**	**$37,171,000**

Classification: games, toys (LNA G-460)
Marketing/brand management:
Sr vp-mktg, Steve Schwartz
Agency: Griffin Bacal Inc. N.Y.
Pres, Tom Griffin
Exec vp, client srvcs, Paul Kurnit
Mgmt suprs: Gary Wald, Bob Martin
Exec vp-media prog srvcs, Arthur Heller

100. HANES products

Hanes Corp.
(Sara Lee Corp.)

	media dollars	
	1983*	1984
Magazines	$ 3,441,000	$ 5,245,000
Natl. Sun. mags.	270,000	308,000
Newspapers	447,000	788,000
Network tv	14,910,000	27,245,000
Spot tv	1,042,000	3,522,000
Network radio	227,000	—
Spot radio	24,000	—
Outdoor	15,000	14,000
Total	**$20,376,000**	**$37,122,000**

* revised

Classifications: hosiery (LNA A-160); underwear (LNA A-120)
Marketing/brand management:
Vp-mktg, Robert E. Simms
Grp prod mgr, Mel Jordan
Prod mgr, Christine A. Findlan
Agency: DFS, New York
Sr vp-mgmt supr, Len DeLuca
Acct supr, Harley Griffiths
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Rich O'Gorman

101. COLUMBIA records

CBS

	media dollars	
	1983	1984
Magazines	$10,238,000	$13,760,000
Natl. Sun. mags.	12,964,000	11,429,000
Newspapers	7,959,000	10,274,000
Network tv	—	—
Spot tv	1,402,000	1,355,000
Network radio	—	—
Spot radio	11,000	—
Outdoor	—	3,000
Total	**$32,574,000**	**$36,821,000**

Classification: records and tapes (LNA H-330)
Marketing/brand management:
Sr vp-gen mgr, Alvin Teller (Columbia), Don Dempsey (Epic/Portrait)
Vps-mktg: Bob Sherwood (Columbia), Ron McCarrell (Epic/Portrait)
Agencies: Wunderman, Ricotta & Kline, N.Y.
(Columbia Record Club)
Exec vp, Thomas Knowlton
CRU Advertising, New York
(house agency)
Vp-adv, Linda Barton
Media dirs, Yvonne Ericson (tv, print), Peggy Mulhall (radio)

102. MORE cigarettes

R. J. Reynolds

	media dollars	
	1983	1984
Magazines	$16,885,000	$20,326,000
Natl. Sun. mags.	4,849,000	2,982,000
Newspapers	13,536,000	10,651,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	6,124,000	2,771,000
Total	**$41,394,000**	**$36,730,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Grp mktg dir, G. W. McKenna
Mktg dir, Jerry McKenna
Brand mgr, D. S. Johnson
Dir mktg srvcs, G. T. Baroody
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Agency: Leber Katz Partners, N.Y.
(Creative)
Exec vp-dir client srvcs, Robert Hirsch
Vp-acct grp supr, Janice Lee
Acct exec, Rosemary O'Leary

103. NBC radio/tv
RCA Corp.

	media dollars 1983*	media dollars 1984
Magazines	$17,445,000	$23,202,000
Natl. Sun. mags.	—	—
Newspapers	7,816,000	10,067,000
Network tv	—	—
Spot tv	159,000	5,000
Network radio	1,781,000	712,000
Spot radio	494,000	2,622,000
Outdoor	—	60,000
Total	$27,703,000	$36,668,000

* revised

Classifications: tv stations (LNA B-440); radio stations (LNA B-430)

Marketing/brand management:
(Network tv operations)
Vp-adv oper/admin, Paul Wang
Dir of media, Marla Goldstein (Burbank)
Vp-adv & prom, Frank N. Pintauro (N.Y.)
(WNBC-TV)
Station mgr, Hilary Hendler
(radio operations)
Dir adv & prom, Linda Lipman (WNBC)
Mgr adv & prom, Lesie Juceam (WYNY)
Agency: Diener/Hauser/Bates, Los Angeles/New York
Exec vp-media, Norman Trell (N.Y.)
Media dir/plnr, Sylvia Greenspan (L.A.)
Acct supr, Barry Orell (L.A.)

104. UNIVERSAL CITY studios
MCA, Inc.

	media dollars 1983	media dollars 1984
Magazines	$ 2,079,000	$ 467,000
Natl. Sun. mags.	26,000	—
Newspapers	113,000	41,000
Network tv	15,945,000	27,905,000
Spot tv	11,625,000	1,754,000
Network radio	254,000	1,110,000
Spot radio	1,262,000	1,054,000
Outdoor	33,000	339,000
Total	$31,337,000	$36,060,000

Classification: movies (LNA G-310)

Marketing/brand management:
Vp-media & co-op adv, John Butkovich
Vp-mkt res, Roger Seltzer
Media mgr, Hy Levine
Agency: DDB, Los Angeles
Exec vp-mgmt supr, Simon Kornblitt
Vp-acct supr, Ann Marie Whitman
Acct exec, Steve Thompson
Sr vp-dir of media, Jim Spero
Media supr, Alycia Paul

105. QUAKER foods
Quaker Oats Co.

	media dollars 1983	media dollars 1984
Magazines	$ 2,911,000	$ 2,802,000
Natl. Sun. mags.	266,000	197,000
Newspapers	348,000	756,000
Network tv	21,952,000	24,550,000
Spot tv	9,301,000	7,007,000
Network radio	—	—
Spot radio	53,000	653,000
Outdoor	—	—
Total	$34,831,000	$35,965,000

Classifications: cereals (LNA F-122), cookies (LNA F-163)

Marketing/brand management:
Pres (foods) Phil Marineau
Vps-prod mgmt: Bucky Criss (hot/RTE cereals, corn products), Larry Hathaway (snacks)
Vp-dir of adv, Charles E. Decker
Media dir, Bill Brown
Agencies: BBDO, New York
(cereals, foods)
Vp mgmt supr, Rick Swanson
Exec vp-dir media srvcs, Arnie Semsky

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Sr vp-dir media plng srvcs, Mike Drake
Vp-ntwk supr, Larry Blasius
Assoc media dir, Les Margulis
Media supr, Jayne Minardi
Media plnr, Karen Larcombe
Berry-Brown Adv., Dallas
(corn products/new areas)
Acct supr, Robert E. Berry
Acct mgr, Tricia Magel
Media dir, Sharon Griesing
Assoc media dir, Marci Huber
Adcom, Inc., Chicago
(house agency)
Vp-dir of media, Joan G. Stark
Conill Advertising, N.Y.
(Hispanic markets)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

106. KLEENEX paper products

Kimberly Clark

	media dollars	
	1983	1984
Magazines	$ 667,000	$ 1,219,000
Natl. Sun. mags.	115,000	—
Newspapers	—	92,000
Network tv	17,706,000	27,225,000
Spot tv	8,873,000	6,992,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$27,361,000**	**$35,528,000**

Classifications: paper products (LNA H-232), underwear (LNA A-120)
Marketing/brand management:
Vp-bus mgr, Richard Van Driest
Dir adv srvcs, George Ker
Mktg dir (facial tissues), James Jackson
Mktg dir (roll products), John Cook
Vp bus mgr (Huggies), Richard Auchter
Mktg dir (Huggies), Dudley Lehman
Agencies: Foote, Cone & Belding, Chicago
(facial tissues)
Sr vp-grp acct dir, Dan Fox
Vp-acct dir, Terry Peigh
Sr vp-dir of media, Fred Wray
Grp media dir, Pat Mendintz
Media supr, Margaret Fetscher
Ogilvy & Mather, New York
(Kleenex Huggies)
Sr vp-grp dir, Cliff Angers
Vp-mgmt supr, David Mechlin
Vp-assoc media dir, Ray Simko
Vp-asst media dir, Barbara Kupersmith

107. COMMODORE computers

Commodore International

	media dollars	
	1983	1984
Magazines	$ 2,794,000	$ 7,922,000
Natl. Sun. mags.	—	—
Newspapers	2,383,000	3,130,000
Network tv	53,201,000	22,407,000
Spot tv	1,613,000	1,446,000
Network radio	—	—
Spot radio	1,230,000	10,000
Outdoor	—	—
Total	**$61,221,000**	**$34,915,000**

Classification: office machines (LNA B-320)
Marketing/brand management:
Vp-sales, Jon Winters
Vp-mktg, Robert Trukenbrod
Dir of adv, Julie Bauer
Agency: Ted Bates, N.Y.
Acct supr, Abe Gorelick
Vp-media dir, John Potenzano

108. FOLGER'S coffee

Procter & Gamble

	media dollars	
	1983	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Newspapers	$ 42,000	$ 33,000
Network tv	12,729,000	23,458,000
Spot tv	13,286,000	10,710,000
Network radio	—	513,000
Spot radio	224,000	56,000
Outdoor	—	—
Total	**$26,281,000**	**$34,770,000**

Classification: coffee (LNA F-171)
Marketing/brand management:
Div mgr, B. J. Hintz
Adv mgr, M. Upson
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agency: Cunningham & Walsh, N.Y.
Exec vp-dir, mktg & media srvcs, Frank McDonald
Sr vp-media, Howard Nass
Vp-media, Marcia Chapman
Media suprs: Danny Trachtenberg (instant), Aileen Takaki (vacuum/flaked)
Vp-acct suprs: Richard Rapp (instant), Craig Barnes (vacuum/flaked)

109. MAYBELLINE cosmetics

Schering-Plough

	media dollars	
	1983	1984
Magazines	$11,802,000	$13,601,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	14,932,000	17,937,000
Spot tv	3,218,000	2,413,000
Network radio	—	—
Spot radio	331,000	727,000
Outdoor	—	—
Total	**$30,283,000**	**$34,678,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Exec vp, Hank Pellegrin
Sr vp-mktg, Gary Mulloy
Vp-adv, Bob Schreiber
Agencies: Lake-Spiro-Shurman, Memphis
(house agency)
Pres, Avron Spiro, Jr.
Vp-natl media, Lynn Sanders
Vp-media resources, Gene Camerik (creative agencies)
Ted Bates, N.Y.
Exec vp-client srvcs, Joan Rothberg
Acct suprs: Lynne King, Barbara Gutekunst
Acct exec, Laura Garry
Bloom, Dallas
(Moisture Whip, Daydreams)
Pres, Tony Wainwright
Vp-mgmt supr, Sherri Babcock
Acct exec, Steve Vittorini

110. SOUTHWESTERN BELL

	media dollars	
	1983	1984
Magazines	$ 1,633,000	$ 783,000
Natl. Sun. mags.	—	299,000
Newspapers	5,284,000	5,798,000
Network tv	—	—
Spot tv	—	19,461,000
Network radio	—	—
Spot radio	6,520,000	7,406,000
Outdoor	—	228,000
Total	**$13,437,000**	**$33,975,000**

Classification: communications (LNA B-145)

Marketing/brand management:
Asst vp-pub rel, Don C. Lottman (Southwestern Bell Telephone)
Div staff mgr, adv, Dana O. Campbell
Agencies: D'Arcy MacManus Masius, St. Louis
Sr vp-sr mgmt rep, Edward C. Barnidge
Vp-acct suprs: William Mund (telecommunications, corporate), Gail Foster (telephones & company)
Sr vp-grp media dir, James Porcarelli
Vp-assoc media dir, Mary Jo Anderson
Gardner Advertising, St. Louis
(Publications)
Vp-acct supr, Doug Herrman
Media supr, Kathy Lawson
Bozell & Jacobs, Dallas
(Mobile Systems)
Acct supr, Henry Roren
Vp-dir media plng, Phil Brushaber

111. BMW cars and motorcycles

BMW of North America

	media dollars	
	1983	1984
Magazines	$ 6,511,000	$ 9,014,000
Natl. Sun. mags.	17,000	6,000
Newspapers	4,761,000	6,065,000
Network tv	1,488,000	2,983,000
Spot tv	4,317,000	6,562,000
Network radio	—	—
Spot radio	870,000	1,932,000
Outdoor	87,000	3,000
Total	**$18,051,000**	**$26,565,000**

Classifications: passenger cars (LNA T-112); motorcycles (LNA T-115)

Marketing/brand management:
Vp-mktg, Hans Riedel
Mktg comm mgr, Brian Richardson
Agency: Ammirati & Puris, N.Y.
Exec vp-acct srvcs, William Hazzard
Sr vp-dir media srvcs, Arthur J. Molesphini
Media suprs: Paula Brooks, Amy Steinman

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112. WHIRLPOOL appliances

Whirlpool Corp.

	media dollars	
	1983	1984
Magazines	$ 5,355,000	$ 8,682,000
Natl. Sun. mags.	—	—
Newspapers	1,898,000	1,315,000
Network tv	12,178,000	13,817,000
Spot tv	773,000	1,023,000
Network radio	—	2,477,000
Spot radio	—	1,788,000
Outdoor	21,000	3,647,000
Total	**$20,225,000**	**$32,749,000**

Classification: major appliances (LNA H-210)

Marketing/brand management:
Dir vp-mktg comm, David Allen
Natl adv mgr, Herb Rose
Agencies: D'Arcy MacManus Masius/Bloomfield Hills, MI
Vice chmn, Robin Smith
Exec vp-mgmt supr, Richard P. Monley
Vp-acct supr, Ken Brandt
Sr vp-dir mktg & res, Charles Stannard
Sr vp-media dir, George Rogers
Vp-grp media dir, Ed Coosia
The Netedu Co., Benton Harbor, MI
Pres, Charles F. Worthington
Acct execs: John Hoffman, Bill Sherrington, Mike Kosinski, Mike Nitz

113. 20TH CENTURY-FOX films

20th Century-Fox Film Corp.

	media dollars	
	1983	1984
Magazines	$ 685,000	$ 1,004,000
Natl. Sun. mags.	411,000	—
Newspapers	615,000	102,000
Network tv	24,266,000	22,020,000
Spot tv	10,978,000	8,723,000
Network radio	123,000	653,000
Spot radio	1,035,000	442,000
Outdoor	217,000	323,000
Total	**$38,330,000**	**$32,722,000**

Classification: movies (LNA G-310)

Marketing/brand management:
(features)
Vp-adv, Tim Deegan
Vp-crtv srvcs, Brenda Mutchnick
(television)
Vp-crtv srvcs, Jerry Greenberg
Agencies: JWT, Entertainment Div.
(features)
(Los Angeles)
Vp-acct supr, Ken Markman
Acct rep, Cheryl Barnes
Media supr, Janine Bleak
(New York)
Vp-acct supr, Michael Arkin
Media supr, Mary Hunt
Horlick Levin Hodges, L.A.
(television)
Sr vp-mktg & media, Robert L. Hodges

114. 7-ELEVEN food stores

Southland Corp.

	media dollars	
	1983	1984
Magazines	—	$ 202,000
Natl. Sun. mags.	—	—
Newspapers	—	(no data)
Network tv	—	8,669,000
Spot tv	—	11,932,000
Network radio	—	—
Spot radio	—	10,998,000
Outdoor	—	871,000
Total	**—**	**$32,672,000**

Classification: all retail

Marketing/brand management:
Vp-mktg — retail, Frank McKeown
Adv & sales prom mgr, John Shanahan
Media mgr, Mary Lee Kilgore
Agency: Young & Rubicam, N.Y.
(creative only)
Mgmt supr, Robert Gleckler
Acct supr, Sean Healey

115. TIME

Time Inc.

	media dollars	
	1983	1984
Magazines	$12,572,000	$16,560,000
Natl. Sun. mags.	551,000	42,000
Newspapers	2,129,000	1,713,000
Network tv	2,000	6,000
Spot tv	12,907,000	14,243,000
Network radio	—	—
Spot radio	240,000	31,000
Outdoor	—	—
Total	**$28,399,000**	**$32,595,000**

Classification: publishing and media (LNA B-400)

Marketing/brand management:
Prom dir (Time magazine), George Berger
Dir corp circ prom, David Roberts
Sr vp-mktg (books), William Henry
Acting mktg dir, Maria Hoskins
Agencies: Young & Rubicam, N.Y.
(Time magazine)
Vp-acct supr, Ed Daley

Vp-media grp supr, Ellen Oppenheim
Media supr, Sandy Welsh
Wunderman, Ricotta & Kline, N.Y.
(Time circulation, Time-Life books)
Exec vp, Thomas Knowlton
AyerDirect, N.Y.
(Time-Life Books)
Sr vp-mng dir, Beverly Beaudoin
Assoc media dir, Gina Buttafoca (print)

116. LYSOL disinfectants

Sterling Drug

	media dollars 1983	1984
Magazines	$ 13,000	$ 299,000
Natl. Sun. mags.	—	—
Newspapers	96,000	149,000
Network tv	28,991,000	28,812,000
Spot tv	4,320,000	3,323,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$33,420,000**	**$32,523,000**

Classifications: disinfectants (LNA H-242); cleaners (LNA H-430)
Marketing/brand management:
Vp-mktg, Richard Gaccione
Mgr sales prom, Tony Rigione
Agency: SSC&B, New York
Exec vp, R. Wadsworth
Vp-dir media plng, Janice Clements
Vp-assoc media dir, Mae Ling
Asst media dir, Jeff Dunetz

117. CREST toothpaste

Procter & Gamble

	media dollars 1983	1984
Magazines	$ 4,585,000	$ 2,505,000
Natl. Sun. mags.	—	—
Newspapers	920,000	—
Network tv	26,748,000	22,217,000
Spot tv	5,653,000	5,101,000
Network radio	—	1,709,000
Spot radio	—	762,000
Outdoor	91,000	158,000
Total	**$37,997,000**	**$32,462,000**

Classification: dental supplies (LNA D-121)
Marketing/brand management:
Div mgr, C. A. Lieppe
Adv mgr, M. S. Levy
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agencies: Benton & Bowles, N.Y.
Sr vp-dir acct mgmt, Tom Carey
Sr vp-mgmt supr, Ira Schwartz
Acct supr, Ave Dan
Sr vp-mgr media plng/oper, Rich Hamilton
Vp-assoc media dir, Jeri Dack
Asst media dir, Mark McLaughlin
Burrell, Chicago
(Black markets)
Acct supr, Fay Ferguson
Acct exec, Alisa King
Media dir, Nick Howse
Sr media plnr, Zeline Kelly

118. SALEM cigarettes

R. J. Reynolds

	media dollars 1983	1984
Magazines	$21,094,000	$18,048,000
Natl. Sun. mags.	2,084,000	—
Newspapers	9,731,000	1,307,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	11,387,000	13,025,000
Total	**$44,296,000**	**$32,380,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Mktg dir, R. M. Sanders
Sr brand mgr, S. R. Strausburg
Dir mktg srvcs, G. T. Baroody
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Agency: William Esty, N.Y.
(creative)
Pres-acct grp head, L. M. Wassong
Sr vp-assoc acct grp head, J. E. Neal
Vp-acct supr, Philip Shaner

119. NYNEX

	media dollars 1983	1984
Magazines	$ 909,000	$ 3,775,000
Natl. Sun. mags.	208,000	668,000
Newspapers	14,803,000	11,781,000
Network tv	—	—
Spot tv	4,000	14,536,000
Network radio	—	—
Spot radio	2,598,000	1,371,000
Outdoor	—	45,000
Total	**$18,522,000**	**$32,176,000**

Classification: communications (LNA B-145)
Marketing/brand management:
(NYNEX)
Vp-mktg/sales, James E. Hennessey
Dist mgr-adv, Mary Magner (yellow/white pages)
(New York Telephone)
Asst vp-adv, Emery Westfall
Div staff mgr-adv, Lou Kruh
(New England Telephone)
Div adv mgr, Geraldine O'Brien
Dist adv mgrs: Michael Kramer (business/corporate), Gill Glazer (residential/informative)
Agencies: Young & Rubicam, New York
(New York Telephone)
Grp supr, Diane Meskil
Acct supr, Mary Wyman
Media plnrs: Pat Kiss, Ed Renicker, Josh Shapiro, Gregg Trepp
(NYNEX-corporate/sales force)
Grp supr, Diane Meskil
Acct supr, Maggie Clewley
Plnrs: Joe Castro, Laurie Tartaglia, Doug Wright (salesforce)
Conill Advertising, New York
(Hispanic markets-NYNEX, New York Telephone)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau
Cabot Advertising, Boston
(New England Telephone)
Exec vp-mgmt supr, William H. Monahan
Vp-acct supr, Carolyn Chick (residential, long distance)
Vp-acct exec, Natalie Cox (informative)
Acct exec, Peter Hathaway (business)
Vp-media dir, Barbara West
Media supr, Marjorie Bluestein
HHCC, Boston
(NYNEX Business Information)
Sr vp-media dir, Felice Kincannon
Assoc media dir, Tom Butta
Chiat/Day, New York
(NYNEX Information Resources — Yellow and White Pages)
Acct execs: Ira Mathathia, Lori Schraeder
Vp-media dir, Robert Zack
Media plnrs: Mary Mirisola, Paul Greenberg

Four-year trend totals start on page 52.

120. BLUE CROSS/BLUE SHIELD insurance

Blue Cross/Blue Shield Assns.

	media dollars	
	1983	1984
Magazines	$ 2,786,000	$ 2,159,000
Natl. Sun. mags.	52,000	70,000
Newspapers	8,419,000	9,987,000
Network tv	—	3,831,000
Spot tv	15,094,000	8,107,000
Network radio	—	1,062,000
Spot radio	2,092,000	5,703,000
Outdoor	693,000	744,000
Total	**$29,136,000**	**$31,663,000**

Classification: medical insurance (LNA B-212)
Marketing/brand management:
(national)
Vp-comm, Duane Carlson
Sr consultant, Tom Mora
Dir plnr, Gere Collosky
Agency: HCM/Chicago
Sr vp, Laurel Baer
Sr vp-dir media srvcs, Frank J. Kopec

121. SEAGRAM liquors

Seagram Distillers Co.

	media dollars	
	1983	1984
Magazines	$18,708,000	$15,235,000
Natl. Sun. mags.	496,000	1,037,000
Newspapers	1,516,000	5,736,000
Network tv	—	—
Spot tv	—	1,966,000
Network radio	—	—
Spot radio	—	152,000
Outdoor	5,420,000	7,218,000
Total	**$26,140,000**	**$31,344,000**

Classification: liquor (LNA F-330); soft drinks (LNA F-220)
Marketing/brand management:
Exec vp-mktg, Tom McInerney
Vp-dir mktg res, R. W. Beller
Corp media dir, R. Duncan Maurer
(Premium Beverages)
Adv mgr, Gerry Will
Agencies: Warwick, N.Y.
Exec vp-grp mgmt supr, James Driscoll
Sr vp-mgmt supr, Mike Graham
Mgmt suprs: Peter Black (7-Crown, Crown Royal), Joe Frieo (Vodka, overseas)
Acct execs: Alan Goldberg (7-Crown), Bart Henderson (Vodka), Rick Booth (Crown Royal)
Exec vp-media and admin, John Meskil
Sr vp-media dir, Richard Rock
Grp media supr, Jerry Seuferling (Crown Royal)
Media suprs: Diane Metzler (7-Crown), Larry Loiello (Vodka), Lou Costa (Crown Royal), Peggy Murphy (overseas)
Media plnrs: Luciele Fuess (7-Crown), Kit Nugent (Vodka, overseas), Steven Soldano (Crown Royal)
Della Femina, Travisano, N.Y.
(mixers)
Grp dir, Ed Tedeschi
Mgmt supr, Bill Keeshan
Assoc media dir, Tom Furlong
Ogilvy & Mather, N.Y.
(Seagram's VO)
Sr vp-grp dir, Clifford Angels
Sr vp-mgmt supr, Michael Newbrand
Acct supr, Adam Sunderland
Sr vp-assoc media dir, Anthony Nacinovich
Vp-asst media dir, David Leveton
Mingo-Jones, N.Y.
Sr vp-dir client srvcs, Samuel Chisholm
Vp-mgmt supr, Roland Chandler
Acct supr, Marla Currie
Media dir, Ray Brown

122. JOHNSON'S products

Johnson & Johnson

	media dollars	
	1983	1984
Magazines	$ 6,265,000	$ 5,953,000
Natl. Sun mags.	359,000	—
Newspapers	1,244,000	63,000
Network tv	20,183,000	24,123,000
Spot tv	2,083,000	635,000
Network radio	—	350,000
Spot radio	—	—
Outdoor	—	33,000
Total	**$30,134,000**	**$31,157,000**

Classifications: hair products (LNA D-140); skin lotions (LNA D-216, D-111); first aid (LNA D-229); hygiene (LNA D-120)
Marketing/brand management:
Vp & gen mgr (child development products), Paul Boorujy
Vp & gen mgr (consumer products), Thomas Gardner
Dir of mktg, William Egan
Dir of prod mgmt, Carl Johnson
Agencies: SSC&B, New York
(Shampoo, No More Tangles)
Vice chmn, Spencer Plaroukos
Vp-dir media plng, Janice Clements
Vp-assoc media dir, Mae Ling
Young & Rubicam, N.Y.
(Powder, Cornstarch, Sundown, Oil, Lotion, Cream)
Sr vp-grp dir, John Glorieux
Vp-acct supr, Patrick Knisley
Acct execs: David Safran, Ralph Saenz
Vp-media grp supr, Ellen Oppenheim
Media supr, Elyse Kaplan
McCann-Erickson, New York
(Baby wash cloths, bar & bath)
Exec vp-mgmt rep, Michael Sennott
Acct supr, David Edelberg
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Stan Weinstein

123. HEINZ

H. J. Heinz Co.

	media dollars	
	1983	1984
Magazines	$ 547,000	$ 1,306,000
Natl. Sun. mags.	34,000	37,000
Newspapers	939,000	610,000
Network tv	20,975,000	21,451,000
Spot tv	4,437,000	7,623,000
Network radio	—	—
Spot radio	—	16,000
Outdoor	—	—
Total	**$26,932,000**	**$31,043,000**

Classifications: condiments (LNA F-116); sauces, gravies, dips (LNA F-117)
Marketing/brand management:
Vp-mktg, Bill Johnson
Gen mgrs-mktg: John Crawshaw, Steve Scott
Adv mgr, James Gordon
Agencies: Leo Burnett, Chicago
Acct dir, Tom Ross
Exec vp-media srvcs div, Willard Hadlock
Media dir, Chuck Quarnstrom
Ketchum Advertising/Pittsburgh
(corporate, vinegar)
Sr vp-dir client srvcs, John McBride
Acct suprs: Steve Stepanek, Rose Lied, Tom Gentile
Sr vp-media dir, Judy Hofscher
Vp-assoc media dir, Bob Nichol, Mike Walsh
Media supr, Lorraine Morgan

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124. RED LOBSTER restaurants
General Mills

	media dollars 1983	1984
Magazines	$ 7,000	$ 154,000
Natl. Sun. mags.	—	6,000
Newspapers	(no data)	(no data)
Network tv	7,674,000	13,592,000
Spot tv	21,087,000	16,155,000
Network radio	322,000	46,000
Spot radio	3,674,000	809,000
Outdoor	134,000	219,000
Total	**$32,898,000**	**$30,981,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Vp-mktg, Ray Caruso
Adv dir, Barbara Wells
Natl adv mgr, Rick Weber
Natl field mktg mgr, Jeff Whitney
Agency: Backer & Spielvogel, N.Y.
Sr vp-grp mgmt rep, Randy Lindel
Vp-mgmt supr, Robert Levite
Vp-mgmt supr, Randy Windschitl
Acct supr, Larry Saunders
Acct execs: Bob Svete, Tori Glendenning, Tobi Hockman
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Charles Rutman
Media supr, Lori Krochak

125. SPRITE soft drink
Coca-Cola

	media dollars 1983	1984
Magazines	$ 1,604,000	$ 503,000
Natl. Sun. mags.	—	—
Newspapers	164,000	427,000
Network tv	16,388,000	18,843,000
Spot tv	7,791,000	10,033,000
Network radio	—	—
Spot radio	731,000	1,149,000
Outdoor	75,000	20,000
Total	**$26,753,000**	**$30,975,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Sr vp-mktg, Sergio Zyman
Mktg dir, Patrick Gardner
Brand mgr, Diane Hanak
Corp media dir-worldwide, William H. Lynn
Corp media mgr, Terri Buckland
Agency: Marschalk, New York
Sr vp-media dir, Stephen M. Segal
Vp-assoc media dir, Christina Brodie
Media plnrs: Jennifer Miller, Scott McNulty
Media supr, Elyse Eventoff
Exec vp, Eric Einhorn
Mgmt supr, Dana Tower
Acct exec, Susan Gold
Asst acct exec, William Symon
Vp-acct supr, Rob Petersen

126. L'EGGS
Hanes Corp.
(Sara Lee Corp.)

	media dollars 1983	1984
Magazines	$ 2,636,000	$ 3,280,000
Natl. Sun. mags.	52,000	—
Newspapers	119,000	334,000
Network tv	19,677,000	22,806,000
Spot tv	1,372,000	2,214,000
Network radio	1,848,000	1,774,000
Spot radio	485,000	531,000
Outdoor	—	—
Total	**$26,189,000**	**$30,939,000**

Classification: hoisery (LNA A-160)
Marketing/brand management:
Vp-mktg, John Piazza
Grp brand dirs: Paul F. Wold, Randy J. Fluharty
Dir of new prods, Ted Cooper
Agencies: DFS, New York
Sr vp-mgmt dir, Michael Donahue
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Vp-assoc media dir, Walter Tietz
Burrell, Chicago
(Black markets)
Mgmt supr, Eugene Morriss
Acct supr, Fay Ferguson
Media dir, Nick Howse
Sr media plnr, Zeline Kelly

127. VIRGINIA SLIMS cigarettes
Philip Morris

	media dollars 1983	1984
Magazines	$21,029,000	$18,245,000
Natl. Sun. mags.	2,141,000	1,953,000
Newspapers	4,241,000	4,127,000
Network tv	—	—
Spot tv	49,000	128,000
Network radio	—	—
Spot radio	—	—
Outdoor	4,487,000	6,160,000
Total	**$31,947,000**	**$30,613,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-brand prom, Robert Fitzmaurice
Grp dir, Ellen Merlo
Brand mgr, Catherine Leiber
Vp-media, James L. Thompson, Jr.
Agency: Leo Burnett, Chicago

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Sr vp-client srvc dir, Jim Oates
Acct supr, Paul Driggs
Exec vp-media srvcs dir, Willard Hadlock
Vp-media dir, Bob Houghtlin

128. ALLSTATE insurance
Sears, Roebuck and Co.

	media dollars	
	1983	1984
Magazines	$ 2,943,000	$ 4,044,000
Natl. Sun. mags.	48,000	11,000
Newspapers	201,000	394,000
Network tv	16,276,000	19,483,000
Spot tv	6,451,000	5,648,000
Network radio	—	—
Spot radio	31,000	800,000
Outdoor	—	—
Total	**$25,950,000**	**$30,380,000**

Classification: fire, casualty, life and other insurance (B-220)
Marketing/brand management:
Asst vp-corp mktg support, John J. Flieder
Adv dir, Terre A. Tuzzolino
Agency: Leo Burnett, Chicago
Acct dir, Ron Sims
Exec vp-media srvcs div, Willard Hadlock
Media dir, Don Amos

129. AMERICAN cars
American Motors

	media dollars	
	1983	1984
Magazines	$ 2,088,000	$ 2,366,000
Natl. Sun. mags.	—	—
Newspapers	4,955,000	5,102,000
Network tv	6,337,000	10,318,000
Spot tv	4,446,000	11,231,000
Network radio	—	—
Spot radio	121,000	1,206,000
Outdoor	486,000	44,000
Total	**$18,433,000**	**$30,267,000**

Classification: cars (LNA T-110)
Marketing/brand management:
Vp-mktg grp, Joseph E. Cappy
Dir mktg srvc/mdsg, Robert F. Donovan
Dir-adv & mktg plng, David L. Kerr
Mgr dealer adv, James D. Rader
Mgr media/budgets, Robert G. Wildberter
Agencies: Grey, New York
Exec vp-acct mgmt, Louis G. Maloof
Sr vp-gen mgr, Bruce McRitchie
Exec vp-dir media & prog, Alec Gerster

130. PACIFIC TELESIS

	media dollars	
	1983	1984
Magazines	$2,003,000	$ 4,144,000
Natl. Sun. mags.	—	61,000
Newspapers	3,577,000	5,142,000
Network tv	—	—
Spot tv	—	17,495,000
Network radio	—	—
Spot radio	1,644,000	3,375,000
Outdoor	—	4,000
Total	**$7,224,000**	**$30,220,000**

Classification: communications (LNA B-145)
Marketing/brand management:
(Pacific Telesis)
Vp-mktg, M. J. Perry
(Pacific Bell)
Vp-mktg, J. Lockton
(Pac Tel Communications)
Grp mgr, mktg comm, Terry Collins
Agencies: FCB/San Francisco
(Pacific Bell, Pacific Telesis)
Grjp mgmt suprs: Bob Imel, Bill Kelley
Acct suprs: Anne Paustian, Veronica Kludjian
Media supr, Lisa Valerio
Media plnr, Valeie Vento
Ketchum Advertising, S.F.
(Pac Tel Communications)
Acct supr, Lynn Upshaw
Acct exec, Paula Howarth
Assoc media dir, David Davidson
Media supr, Julie Rosaia
Bermudez & Associates, L.A.
(Pacific Bell-Spanish markets)
Vp-acct srvcs, Marguerite Cueto
Media dir, Debra Nason

131. TV GUIDE
Triangle

	media dollars	
	1983	1984
Magazines	$ 159,000	$ 92,000
Natl. Sun. mags.	—	—
Newspapers	4,362,000	1,672,000
Network tv	—	30,000
Spot tv	21,424,000	21,614,000
Network radio	2,577,000	5,228,000
Spot radio	2,728,000	1,447,000
Outdoor	—	—
Total	**$31,250,000**	**$30,083,000**

Classification: magazines (LNA B-420)
Marketing/brand management:
Pub, Eric Larson
Adv dir, Tom McDonough
Prom dir, Fred Jervis
Adv prom, Barry Pennell
Con prom, Jay Werner
Agency: N W Ayer, N.Y.
Exec vp, exec acct dir, Thomas G. Maxey
Vp-mgmt supr, George Malcomson
Sr vp-grp media dir, David Lehmkuhl
Vp-assoc media dir, Sue Kaufman
Media supr, Steve Brown

132. CENTURY cigarettes
R.J. Reynolds

	media dollars	
	1983	1984
Magazines	$ 4,848,000	$ 4,977,000
Natl. Sun. mags.	3,449,000	5,758,000
Newspapers	14,472,000	16,341,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	4,890,000	2,822,000
Total	**$27,659,000**	**$29,898,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Mktg dir, R. M. Sanders
Dir mktg srvcs, G. T. Baroody
Brand mgr, D. S. Johnson
Dir media, Dan Pearson
Mgr media admin, R. E. Neal
Agency: Tatham Laird & Kudner, Chicago
(Creative)
Mgng prtnr, Bill Youngclaus
Sr ptnr, acct mgmt, Bob Hielscher
Mgmt supr, Jim Hill

133. POLAROID products
Polaroid Corp.

	media dollars	
	1983	1984
Magazines	$ 4,638,000	$ 6,746,000
Natl. Sun. mags.	24,000	28,000
Newspapers	1,923,000	1,253,000
Network tv	25,856,000	17,337,000
Spot tv	999,000	2,980,000
Network radio	—	—
Spot radio	386,000	1,303,000
Outdoor	—	—
Total	**$33,826,000**	**$29,647,000**

Classifications: cameras (LNA G-230); office machines (LNA B-320); video equipment (LNA H-311)
Marketing/brand management:

Vp-worldwide adv, Carl Johnson
Grp vp-mktg, Joseph J. McLaughlin
Dir ind & tech adv, Adrian Van Dorpe
Adv mgrs: Diane Coron, Sharon Rice, Grant Schneider
Agencies: DDB, New York
(industrial, international)
Exec vp-media & prog, Michael Drexler
Vp-media plng dir, Steve Caputo
Assoc media dir, Kathy Kersnowski (business/professional)
Grp sr vp, Jim McConnell (business, professional, international)
Ogilvy & Mather, N.Y.
(super color video cassettes)
Sr vp-mgmt supr, Michael Vaughn
Sr vp-assoc media dir, Jack Deitchman
Asst media dir, Susan Musman
Ally & Gargana, N.Y.
(consumer products and film)
Vp-acct supr, Dave Sagarin (film)
Acct exec, Leslie Gaber (film)
Acct supr, Joshua Pollack (7000)
Sr vp-media dir, Larry Dexheimer
Vp-media grp head, Gene Willhoft
Conill Advertising, N.Y.
(Hispanic markets)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

134. BELL SOUTH

	media dollars 1983	1984
Magazines	$ 2,326,000	$ 4,070,000
Natl. Sun. mags.	—	—
Newspapers	4,635,000	7,260,000
Network tv	—	—
Spot tv	—	12,699,000
Network radio	—	—
Spot radio	3,470,000	5,507,000
Outdoor	73,000	53,000
Total	**$10,503,000**	**$29,589,000**

Classification: communications (LNA B-145)
Marketing/brand management:
(Bell South)
Adv dir, Marly Brandt
Dir corp info, J. R. Gray
Pres, BSAP, Larry A. Taylor
(Southern Bell)
Dist mgr adv, Taylor Lynn
(South Central Bell)
Oper mgrs adv: Judy Eberhart (residence), Frank Wiedner (business)

Trend comments on page 50.

Agencies: Burton-Campbell, Atlanta
(Bell South corporate)
Acct exec, Ed Dreistadt
Media dir, Chris Miller
Media buyer, Betsy Bing
Media supr, John Joyce
Luckie & Forney, Birmingham
(Bell South Central, Bell South Advanced Systems/Yellow Pages)
Vp-acct supr, Mike Murphy
Vp-media dir, Anne Clisby
Tucker Wayne, Atlanta
(Southern Bell, Bell South)
Acct execs: Rick McReynolds, Ed Hinckley
Vp-media dir, William Zuspan
Media plnr, Sally Schild

135. MAXWELL HOUSE coffee
General Foods

	media dollars 1983	1984
Magazines	$ 4,248,000	$ 880,000
Natl. Sun. mags.	81,000	—
Newspapers	681,000	112,000
Network tv	18,650,000	23,060,000
Spot tv	6,650,000	5,095,000
Network radio	139,000	37,000
Spot radio	899,000	129,000
Outdoor	64,000	1,000
Total	**$31,412,000**	**$29,314,000**

Classification: beverages (LNA F-170)
Marketing/brand management:
Vp-gen mgr, Steve Morris
Mktg mgr, Joel Johnson
Cat mgrs: Steve Bryan (segmented), Roger Deromedi (modified), Rex Morgan
The media group includes:
Dir, media srvcs, David K. Braun
Assoc dir, media srvcs, D. J. Miceli
Mgr, local media, Gary Gruneberg
Asst mgr, local media, L. F. Meyer
Mgr, plng/buying, Brenda Jansen (network)
Asst mgrs, plng/buying: Kathy Olvany-Riordan (print), Jonathan Sims (research)
Media asst, Bobby Asano
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Peter Barnet
Sr vp-mgmt supr, Dave Warden
Vp-acct suprs: Rick Roth, Mark Greene
Acct execs: Steve Kenety, Chris Marriott
Sr vp-assoc media dir, Tony Nacinovich
Vp-asst media dir, Barbara Kupersmith

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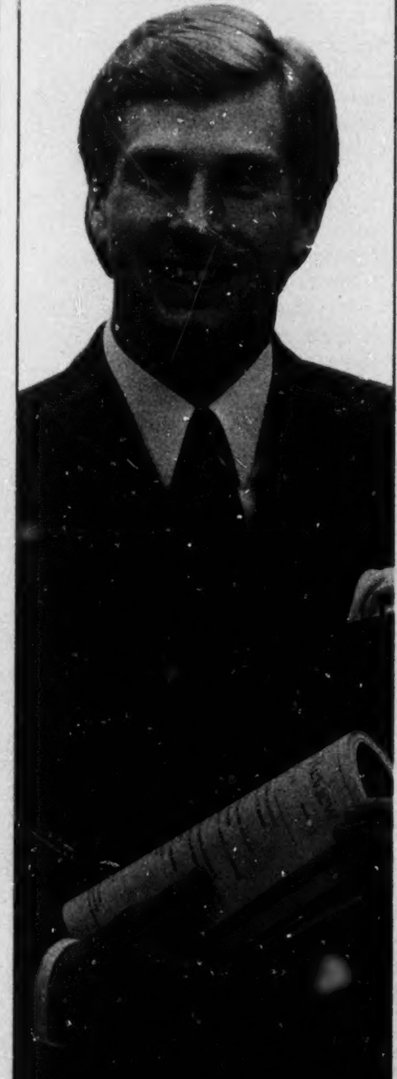

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136. TAB soft drink

Coca-Cola Co.

	media dollars 1983	1984
Magazines	$ 162,000	$ 2,201,000
Natl. Sun. mags.	—	—
Newspapers	60,000	448,000
Network tv	13,606,000	17,230,000
Spot tv	10,123,000	8,916,000
Network radio	—	—
Spot radio	186,000	284,000
Outdoor	15,000	124,000
Total	**$24,152,000**	**$29,203,000**

Classification: soft drinks (LNA F-220)
Marketing/brand management:
Sr-vp mktg, Sergio Zyman
Mktg dir, Mike Beindorf
Brand mgr, Becky Rodzik
Corp media dir-worldwide, William H. Lynn
Corp media mgr, Terri Buckland
Agencies: SSC&B, New York
Vice chmn, Spencer Plavoukos
Vp-mgmt supr, Don Lenehan
Vp-dir media plng, Janice Clements
Vp-assoc media dir, Alan Jurmain
Castor Spanish Intl, N.Y.
(Spanish markets — corporate/product)
Pres, Castor Fernandez
Vp-gen mgr, Jorge Reynardus
Media dir, Carlos Delgado
Media asst, Gustavo Gatell
Media buyer, Nieves Diaz

137. GILLETTE toiletries

Gillette

	media dollars 1983	1984
Magazines	$ 2,496,000	$ 1,797,000
Natl. Sun. mags.	555,000	880,000
Newspapers	1,145,000	1,205,000
Network tv	29,332,000	22,052,000
Spot tv	1,351,000	885,000
Network radio	1,892,000	1,425,000
Spot radio	822,000	936,000
Outdoor	—	—
Total	**$37,593,000**	**$29,180,000**

Classifications: men's/ladies' shaving (LNA D-125); deodorants (LNA D-126); hair dryers (LNA D-150)
Marketing/brand management:
Vps-mktg: Derek Coward (safety razor), Robert Forman (personal care)
Vp-adv srvcs, Brian McFarland
Dir media srvcs, Allen Gibbs
Dir ntwk buying, Howard Fisher
Dir of media buying, Thomas Lux
Agencies: BBDO, New York
(corporate, Soft & Dri, The Dry Look, Dry Idea, Good News, Swivel, Atra, Trac II, new products)
Exec vp-sr mgmt rep, John W. Thorne
Vp-mgmt suprs: Michael Paxton, Anthony R. Brescia
Exec vp-dir media srvcs, Arnie Semsky
Sr vp-dir of media plng srvcs, Mike Drake
Sr vp-dir ntwk prog, Alfred R. Sanno
Vp-assoc dir, ntwk prog, Virginia Shields
(Safety razor div.)
Vp-assoc media dir, Mike Hedge
Media supr, Nora Gallick
(Personal care div.)
Vp-assoc media dir, Les Margulis
Media supr, Jayne Minardi
Young & Rubicam, N.Y.
(Right Guard)
Sr vp-grp dir, Ed Lebar
Vp-acct supr, Michael Feldman
Acct supr, Carla Gambescia
Acct exec, Lisa Cappucci
Sr vp-media grp supr, Diane Meskill
Media supr, Mary Wyman
McCann-Erickson, New York
(all spot-tv buying)
Marschalk, N.Y.
(Foamy Gel, Brush-Plus, Daisy)
Exec vp-mgmt srvc dir, Barry Linsky
Vp-mgmt supr, Lil Panettiere
(Personal care div.)
Acct suprs: Bob Stein (Brush-Plus, Foamy Gel), Stan Karp (Daisy)
Sr vp-media dir, Stephen M. Segal
Assoc media dir, Perianne J. Berezney
Media supr, Robert Meeker

138. HEINEKEN beer

Van Munching & Co. Inc.

	media dollars 1983	1984
Magazines	$ 4,708,000	$ 4,861,000
Natl. Sun. mags.	—	145,000
Newspapers	15,000	150,000
Network tv	2,895,000	3,004,000
Spot tv	5,532,000	7,143,000
Network radio	1,645,000	548,000
Spot radio	7,659,000	12,983,000
Outdoor	—	—
Total	**$22,454,000**	**$28,834,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Natl adv dir, Alvin A. Nilson
Agency: SSC&B, New York
Exec vp-acct srvcs, John Grogan
Sr vp-mgmt supr, Rick Evans
Vp-assoc media dir, Alan Jurmain
Vp-asst media dir, Christopher Gagen

139. STOUFFER'S foods

Nestle Enterprises

	media dollars 1983	1984
Magazines	$ 5,601,000	$ 5,727,000
Natl. Sun. mags.	39,000	233,000
Newspapers	93,000	226,000
Network tv	12,048,000	13,892,000
Spot tv	6,915,000	8,622,000
Network radio	—	—
Spot radio	2,000	—
Outdoor	97,000	76,000
Total	**$24,795,000**	**$28,776,000**

Classifications: prepared foods (LNA F-162, F-126, F-190, F-125)
Marketing/brand management:
Vp-mktg, Gerald DeCroce
Mktg mgrs: Richard Annett (Lean Cuisine), Jeff Peck (entrees/side dishes), Paul De Vries (new ventures), Joseph Gaeto (pizza)
Agency: Creamer, Pittsburgh
Vp and grp supr, Richard Weber
Media dir, Ira Bass

140. NOW cigarettes

R. J. Reynolds

	media dollars 1983	1984
Magazines	$16,891,000	$17,954,000
Natl. Sun. mags.	809,000	2,990,000
Newspapers	8,415,000	7,503,000
Network tv	—	—
Spot tv	—	—
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$26,115,000**	**$28,447,000**

Classification: tobacco (LNA G-110)
Marketing/brand management:
Vp-mktg, Marty Orlowsky
Vp-brand mgmt, H. J. Lees
Grp mktg dir, J. T. Winebrenner
Brand mgr, K. V. McCaffrey
Dir mktg srvcs, G. T. Barody
Dir media, Dan Pearson
Grp mgr media admin, R. E. Neal
Agency: Leber Katz & Partners, N.Y.
(Creative)
Exec vp-dir client srvcs, Robert Hersch
Vp-acct grp supr, Janice Lee
Acct exec, Neil Ralph

Trend comments on page 50.

141. VOLVO
Volvo of America

	media dollars 1983	1984
Magazines	$ 7,535,000	$ 8,543,000
Natl. Sun. mags.	47,000	385,000
Newspapers	3,767,000	5,599,000
Network tv	225,000	332,000
Spot tv	6,560,000	10,209,000
Network radio	—	—
Spot radio	1,704,000	2,881,000
Outdoor	91,000	184,000
Total	**$19,929,000**	**$28,133,000**

Classification: cars (LNA T-112); trucks (LNA T-121)
Marketing/brand management:
Vp-mktg, William Hoover
Mgr mktg srvcs, Milton C. Gravatt
Agency: Scali, McCabe, Sloves, N.Y.
Sr vp-mgmt dir, Jerry Sherman
Vp-assoc media dir, Thomas Socone

142. CRISCO shortening
Procter & Gamble

	media dollars 1983	1984
Magazines	$ 5,970,000	$ 4,385,000
Natl. Sun. mags.	—	—
Newspapers	31,000	—
Network tv	18,680,000	17,461,000
Spot tv	8,738,000	6,183,000
Network radio	—	—
Spot radio	73,000	—
Outdoor	—	—
Total	**$33,492,000**	**$28,029,000**

Classification: cooking products (LNA F-110)
Marketing/brand management:
Div mgr, L. D. Milligan
Adv mgr, J. T. Smith
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agency: Saatchi & Saatchi Compton, New York
Mgmt supr, Hayes Roth
Acct suprs: Richard Newman (solid), Randi Greenwald (oil)
Acct mgrs: Tom Danowski (solid), Jeffrey Bodenmann (oil)
Assoc media dir, Barbara Towey
Media plnr, Regina Lithen

143. COLGATE products
Colgate-Palmolive

	media dollars 1983*	1984
Magazines	$ 5,346,000	$ 1,539,000
Natl. Sun. mags.	657,000	87,000
Newspapers	650,000	183,000
Network tv	21,697,000	19,683,000
Spot tv	5,292,000	6,356,000
Network radio	—	—
Spot radio	1,705,000	154,000
Outdoor	—	—
Total	**$35,347,000**	**$28,002,000**

* revised

Classification: personal hygiene (LNA D-120)
Marketing/brand management:
Vp-gen mgr, A. C. Shepard
Dir of mktg, R. E. Blanchard
Oral prods mgr, K. A. Thornhill
Grp prod mgr, J. Fischer
Media plnrs: George Hull, Steven I. Freilich
Agency: Ted Bates, N.Y.
Exec vp-client srvcs, Roger Pisani
Sr vp-mgmt rep, Geoff Clarkson
Exec vp-media dir, Walter Reichel
Vp-media dir, John Potenzano
Media supr, Ann Louise Moran
Assoc media dir, Susan Johnson

144. DURACELL batteries
Dart & Kraft

	media dollars 1983*	1984
Magazines	$ 1,071,000	$ 3,379,000
Natl. Sun. mags.	—	—
Newspapers	35,000	43,000
Network tv	19,508,000	21,305,000
Spot tv	1,995,000	3,000,000
Network radio	374,000	—
Spot radio	236,000	99,000
Outdoor	—	—
Total	**$23,219,000**	**$27,826,000**

* revised

Classification: household batteries (LNA H-220)
Marketing/brand management:
Vp-mktg, W. F. Saint
Prod grp mgr, Kevin Kelly
Mgr-new battery prods, Mark Lucas
Agency: Ogilvy & Mather, N.Y.
Sr vp-grp dir, Jack Reed
Vp-mgmt supr, Philippe Defechereux
Vp-acct supr, Rick Estabrook

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Sr vp-dir media srvcs, Larry Cole
Sr vp-assoc media dir, Tony Nacinovich
Vp-asst media dir, Alysia Dworin

145. AMERITECH

	media dollars 1983	1984
Magazines	$ 1,875,000	$ 3,380,000
Natl. Sun. mags.	—	—
Newspapers	8,067,000	11,110,000
Network tv	—	—
Spot tv	—	11,350,000
Network radio	—	—
Spot radio	1,269,000	1,364,000
Outdoor	14,000	518,000
Total	**$11,225,000**	**$27,722,000**

Classification: communications (LNA B-145)
Marketing/brand management:
(Ameritech)
Vp-corp comm, Leighton Gilman
Adv mgr, Sara Foley
(Illinois Bell)
Vp-mktg, Roger Plummer
Dir adv, Robert E. Campbell
(Indiana Bell)
Dist mgr-adv, Jim Erwin
(Michigan Bell)
Div mgr-adv, Dennis A. White
Dist mgr-adv, Diane De Podesta
(Ohio Bell)
Div mgr-adv, David H. Parker
Dist mgr-adv, Richard Jansik
(Wisconsin Bell)
Dist mgr-adv, Carla Butenhof
Agencies: JWT, Chicago
(Ameritech)
Vp-acct supr, Janice Kidwell
Vp-grp media dir, Honora Dee
N W Ayer, Chicago
(Illinois Bell)
Sr vp-exec acct dir, Peter Elder
Sr vp-dir media srvcs, Dick Matullo
Handley & Miller, Indianapolis
(Indiana Bell)
Exec vp-acct supr, Mary Bergerson
Acct exec, Jim Bitti
Vp-media dir, Linda Allee
Ross Roy, Detroit
(Michigan Bell)
Sr vp-grp acct supr, Richard L. Simmons
Acct supr, George Petroff
Assoc media dir, Jack Laclave
Media plnr, Linda Russo
Marschalk, Cleveland
(Ohio Bell)
Sr vp-mgmt srvc dir, John Willse
Vp-media dir, Bruce Ayer
Media plnr, Hank Posley
Cramer-Krasselt, Milwaukee
(Wisconsin Bell)
Acct supr, B. Faude
Media dirs: Don Clow (print), Don Pom (broadcast)
Kobs & Brady, Chicago
(Ameritech Mobile)
Sr acct supr, Tim Trott
Vp-media dir, Sandy Toback
OMAR Advertising, Chicago
(Illinois Bell — Hispanic markets)
Acct supr, Marta Gerdes
Media dir, Maggie Aguilar

146. MASTERCARD
MasterCard Intl.

	media dollars 1983	1984
Magazines	$ 2,017,000	$ 3,548,000
Natl. Sun. mags.	75,000	113,000
Newspapers	—	—
Network tv	13,923,000	18,948,000
Spot tv	2,918,000	4,962,000
Network radio	—	—
Spot radio	—	2,000
Outdoor	2,000	—
Total	**$18,935,000**	**$27,573,000**

Classification: credit card (LNA B-155)
Marketing/brand management:
Sr vp-adv, Alan Schultheis
Vp-adv, Barbara Bromberg
Agency: William Esty, N.Y.
Sr vp-grp supr, James Stewart
Sr vp-grp media dir, Philip Schwertz

147. KOOL-AID soft drink
General Foods

	media dollars 1983	1984
Magazines	$ 2,332,000	$ 1,978,000
Natl. Sun. mags.	—	—
Newspapers	—	17,000
Network tv	18,117,000	18,679,000
Spot tv	5,894,000	6,678,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$26,343,000**	**$27,352,000**

Classification: drink mix (LNA F-172)
Marketing/brand management:
Vp-gen mgr, Bob Sansone
Mktg mgr, Greg Murphy
The media group includes:
Dir, media srvcs, David K. Braun
Assoc dir, media srvcs, D. J. Miceli
Mgr, local media, Gary Gruneberg
Asst mgr, local media, L. F. Meyer
Mgr, plng/buying, Brenda Jansen (network)
Asst mgrs, plng/buying: Kathy Olvany-Riordan (print), Jonathan Sims (research)
Media asst, Bobby Asano
Agency: Grey, New York
Exec vp-acct mgmt, Hunter Yager
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Nancy Utley

148. FRANKLIN MINT
Warner Communications

	media dollars 1983	1984
Magazines	$17,090,000	$12,530,000
Natl. Sun. mags.	6,479,000	5,088,000
Newspapers	8,340,000	6,654,000
Network tv	12,000	6,000
Spot tv	910,000	2,916,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$32,831,000**	**$27,194,000**

Classifications: mail order jewelry, collectibles, and art (LNA G-612); records (LNA G-615)
Marketing/brand management:
Vp-U.S. mktg, M. Breisblatt
Mktg dev, Douglas Briggs
Agency: Franklin Advertising
(House agency)
Vp-media, Howard R. Batton
Media dir, Alan Beer

149. MITSUBISHI products
Mitsubishi Corp.

	media dollars 1983	1984
Magazines	$ 6,357,000	$ 5,873,000
Natl. Sun. mags.	171,000	—
Newspapers	2,663,000	3,180,000
Network tv	—	2,554,000
Spot tv	11,842,000	14,621,000
Network radio	—	—
Spot radio	239,000	280,000
Outdoor	122,000	21,000
Total	**$21,394,000**	**$26,529,000**

Classification: cars (LNA T-110); trucks (LNA T-120); televisions (LNA H-310)
Marketing/brand management:
(automobiles)
Adv mgr, Lew Sanza
(electronics)
Exec vp-audio/visual, Steve Saake
Natl adv mgr, Satima Schogel
Mktg gen mgr, Charlene Cirimele

Agencies: Cunningham & Walsh, L.A.
(automobiles)
Vp-media dir, Francis J. Martin
Acct supr, Jim Brady
Stiller Advertising, Costa Mesa, CA
(cellular telephone, car stereo)
Pres, Michael Stiller
Sr vp, Nancy Martin
Chiat/Day, Los Angeles
Acct supr, George Hartley
Vp-media supr, Hank Antosz
Assoc media dir, Mike Yamada
Media supr, Nick West

150. ALKA-SELTZER

Miles Labs (A. G. Bayer)

	media dollars	
	1983	1984
Magazines	$ 123,000	$ 151,000
Natl. Sun. mags.	—	—
Newspapers	—	82,000
Network tv	15,913,000	22,925,000
Spot tv	3,281,000	3,255,000
Network radio	1,854,000	—
Spot radio	64,000	87,000
Outdoor	—	—
Total	**$21,235,000**	**$26,500,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Vp-mktg-U.S., Stephen M. Reim
Vp-adv mgr (consumer health care prods), Mitchell Streicker
Agencies: McCann-Erickson, N.Y.
Exec vp-mgmt rep, Michael Sennott
Vp-acct dir, Mel Philpott
Sr vp-media dir, Ira Carlin
Vp-plng mgr, Vince Tortorelli
Wells, Rich, Greene, N.Y.
(Alka-Seltzer Plus/new products)
Exec vp-acct grp head, James Weinstein
Sr vp-media dir, Robert Geis
Vp-plng srvc dir, Mike Haggerty
Vp-media grp head, Joan Shelt
Assoc media grp head, Doug Spak
Conill Advertising, N.Y.
(Hispanic markets)
Vp-acct dir, Julio J. Castellanos
Vp-acct supr, Charles F. Magee, Jr.
Exec vp-media dir, Bibiana Grau

Four-year trend totals start on page 52.

151. HARDEE'S restaurants

Imasco Ltd.

	media dollars	
	1983	1984
Magazines	$ 12,000	$ 14,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	—	6,991,000
Spot tv	17,583,000	18,493,000
Network radio	—	—
Spot radio	—	—
Outdoor	574,000	1,000,000
Total	**$18,169,000**	**$26,498,000**

Classification: restaurants (LNA G-330)
Marketing/brand management:
Dir of natl mktg, Tony Monzo
Agency: Ogilvy & Mather, N.Y.
Vp-mgmt supr, Tom Schroede
Media dir, Ray Simko

152. PAMPERS diapers

Procter & Gamble

	media dollars	
	1983	1984
Magazines	$ 2,012,000	$ 732,000
Natl. Sun. mags.	—	—
Newspapers	400,000	—
Network tv	16,410,000	12,809,000
Spot tv	5,196,000	12,930,000
Network radio	—	—
Spot radio	5,000	—
Outdoor	—	—
Total	**$24,023,000**	**$26,471,000**

Classification: underclothing (LNA A-120)
Marketing/brand management:
Div mgr, R. R. Nicolosi
Adv mgr, W. J. Wallace
The media group includes:
Dir ntwk rel, Russ Condit
Media dir: J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agency: Benton & Bowles, N.Y.
Sr vp-dir acct mgmt, Tom Carey
Sr vp-acct dir, Bill Munro
Sr vp-mgmt supr, Jim Hutchinson
Vp-acct supr, Bill Vitriol
Sr vp-dir media mgmt, Phil Guarascio
Sr vp-mgr media plng/oper, Rich Hamilton
Vp-assoc media dir, Jeri Dack

153. EVEREADY batteries

Union Carbide Corp.

	media dollars	
	1983	1984
Magazines	$ 125,000	$ 186,000
Natl. Sun. mags.	773,000	1,285,000
Newspapers	944,000	1,532,000
Network tv	20,211,000	20,551,000
Spot tv	1,283,000	181,000
Network radio	—	—
Spot radio	314,000	2,640,000
Outdoor	—	—
Total	**$23,650,000**	**$26,375,000**

Classification: household batteries (LNA H-220)
Marketing/brand management:
Mktg mgr, G. D. Klein
Adv mgr, Douglas Orr
Agency: William Esty, N.Y.
Sr vp-mgmt supr, Harold J. Greer
Vp-sr acct supr, Dennis Jordan
Vp-acct supr, Whitney Beebe
Sr acct exec, Michael Nelson
Acct execs: William Gibbons, Christian Frentzel
Sr vp-media dir, Peter Triolo
Assoc media dir, Patricia Reilly
Media supr, Karen Bensen

154. AMERICAN DAIRY ASSN.

	media dollars	
	1983	1984
Magazines	$ 168,000	$ 308,000
Natl. Sun. mags.	134,000	—
Newspapers	618,000	914,000
Network tv	4,532,000	13,792,000
Spot tv	11,007,000	7,360,000
Network radio	1,715,000	572,000
Spot radio	3,757,000	3,104,000
Outdoor	180,000	213,000
Total	**$22,111,000**	**$26,263,000**

Classification: dairy products (LNA F-130)
Marketing/brand management:
Sr vp-mktg, Joseph B. Kelsch
Vp-dir of pub, Jane A. Holmes
Vp-mktg srvcs, Grover B. Simpson
Vp-mktg plng, Stephen A. Dohrmann
Dir adv srvcs, Donna A. Arcus
Agency: D'Arcy MacManus Masius, Chicago
Sr vp-mgmt supr, Benjamin Bishop

Acct grp suprs: Bob Meuser, Dave Urbaniak
Sr vp-dir media srvcs, J. P. Zeller
Vp-assoc media dir, W. L. Hemsworth
Media supr, Jenifer Zeh
Media plnrs: Susan Stober, Loni Stransky, J. Zeh

155. LA beer

Anheuser-Busch

	media dollars 1983	1984
Magazines	—	$ 742,000
Natl. Sun. mags.	—	—
Newspapers	—	1,618,000
Network tv	—	19,218,000
Spot tv	—	783,000
Network radio	—	2,036,000
Spot radio	—	558,000
Outdoor	—	872,000
Total	**—**	**$25,827,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Exec vp-mktg, Michael J. Roarty
Prod mgr, Mark Lamping
Vp-corp media, Charles B. Fruit
Dir media srvcs, Tony Ponturo
Agency: D'Arcy MacManus Masius, St. Louis
Exec vp-mgmt rep, Jack Bruemmer
Vp-acct grp supr, Jim Palumbo
Acct exec, Bill Morgan
Sr vp-grp media dir, Steve Phelps
Assoc media dir, Glen DeWees

156. JEEP

American Motors

	media dollars 1983	1984
Magazines	$ 5,936,000	$ 9,379,000
Natl. Sun. mags.	47,000	—
Newspapers	605,000	738,000
Network tv	15,118,000	13,270,000
Spot tv	1,258,000	1,927,000
Network radio	—	—
Spot radio	—	—
Outdoor	178,000	345,000
Total	**$23,142,000**	**$25,659,000**

Classification: cars, trucks, and other vehicles (LNA T-110)
Marketing/brand management:
Vp-mktg grp, Joseph E. Cappy
Dir mktg srvc/mdsg, Robert F. Donovan
Dir-adv & mktg plng, David L. Kerr
Mgr adv, Thomas L. Draur
Mgr dealer adv, James D. Rader
Mgr media/budgets, Robert G. Wildberter
Agency: Saatchi & Saatchi Compton, Detroit
Sr vp-mgmt dir, David Van Peursem
Vp-media dir, Mike Vogel
Vp-dir bdcst media, Mike Wang
Assoc media dir, Rich Faschke

157. SONY electronics

Sony Corp.

	media dollars 1983	1984
Magazines	$ 5,497,000	$ 5,235,000
Natl. Sun. mags.	103,000	254,000
Newspapers	11,615,000	4,886,000
Network tv	8,088,000	7,316,000
Spot tv	9,776,000	7,457,000
Network radio	—	—
Spot radio	291,000	486,000
Outdoor	13,000	16,000
Total	**$39,383,00**	**$25,650,000**

Classification: home electronics (LNA H-310, 320)
Marketing/brand management:
Dir adv, Jeffrey Brooks
Adv mgrs: Bonnie Resnick (software), Scott Westover (audio), Kevin Hanson (Betamax), Randy Alpert (tv sets), Jim Geitz (car stereo)
Agencies: McCann-Erickson, N.Y.
(Audio/Video Display Device Products)
Sr vp-mgmt rep, Steve Hurwitz
Sr vp-media dir, Ira Carlin
Vp-plng mgr, George Hayes
Marschalk, New York
(Betamax)
Sr vp-mgmt srvcs dir, Roger Stone
Sr vp-media dir, Steve Segal
Vp-assoc media dir, Art Tatnell
Waring & La Rosa, N.Y.
(audio/video tape)
Vp-acct supr, John Cassano
Sr vp-media dir, Martin Narva
Vp-assoc media dir, Milt Herlich
Ammirati & Puris, N.Y.
(Broadcast/communications products)
Sr vp-mgmt rep, Mary Herrmann
Acct supr, Steve Hoechster
Sr vp-dir media, A. Molesphini, Jr.

158. KENNER toys

General Mills

	media dollars 1983	1984
Magazines	$ 657,000	$ 977,000
Natl. Sun. mags.	—	—
Newspapers	554,000	—
Network tv	15,528,000	12,979,000
Spot tv	8,770,000	11,615,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$25,509,000**	**$25,571,000**

Classification: games (LNA G-460)
Marketing/brand management:
Vp-mktg srvcs and intl mktg, Louis Gioia, Jr.
Dir-adv, pr, cons proms, John Bohach
Vps-mktg: Linda Denham, Jim Block
Mgr adv srvcs, Janet Hill-Smith
Agencies: Grey, New York
Exec vp-acct mgmt, W. Overend
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Ariadne Callas
DFS, New York
Exec vp-mgmt dir, Joseph Mack
Sr vp-mgmt supr, Ray Caro
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Jack Irving

159. KEEBLER

United Biscuits

	media dollars 1983	1984
Magazines	$ 1,470,000	$ 914,000
Natl. Sun. mags.	—	—
Newspapers	34,000	154,000
Network tv	15,071,000	17,918,000
Spot tv	2,879,000	6,571,000
Network radio	—	—
Spot radio	28,000	—
Outdoor	—	—
Total	**$19,482,000**	**$25,557,000**

Classifications: cookies and crackers (LNA F-163); confectionery and snacks (LNA F-210)
Marketing/brand management:
Sr vp-mktg, W. Thomas Hanna
Agency: Leo Burnett Co., Chicago
Vp-acct dir, Joe McGowan
Acct suprs: Bob Hall, Sadru Patel
Exec vp-media srvcs div, Willard Hadlock
Vp-media dirs: Chuck Quarnstrom, Jack Klues

160. NCR computers

NCR Corp.

	media dollars 1983	1984
Magazines	$ 402,000	$ 3,640,000
Natl. Sun. mags.	—	—
Newspapers	1,233,000	1,779,000
Network tv	10,302,000	17,272,000
Spot tv	87,000	2,810,000
Network radio	—	—
Spot radio	—	—
Outdoor	3,000	—
Total	**$12,027,000**	**$25,501,000**

Classification: computers (LNA B-310)
Marketing/brand management:
(corporate)

Vp-comm, Stephen N. Bowen
Mgr U.S. adv, H. John McCoy
(PC Division)
Vp-gen mgr, Vernon W. Yates
Asst vp, Lewis Van Antwerp
Dealer/mktg mgr, Jeffrey A. Wise
(Data Processing Group)
Sr vp, P. Lappetito
Asst vp-mktg, J. Walsh
Dir prod comm, B. LeMaster
Agency: Backer & Spielvogel, N.Y.
Sr vp-mgmt supr, Charles Decker
Vp-acct dir, J. Edmond Keating
Exec vp-dir media srvcs, Steven Leff
Vp-assoc media dir, Alain Zutter

161. CLOROX laundry products

	media dollars 1983	1984
Magazines	$ 1,331,000	$ 1,913,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	19,363,000	18,843,000
Spot tv	2,477,000	4,249,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$23,171,000**	**$25,005,000**

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(212) 687-4050 Agency

Classification: laundry preparations (LNA H-420)
Marketing/brand management:
Gen mgr, G. Craig Sullivan
Adv mgr, Robert P. Johnson
Assoc adv mgr, Jack Robertson
Dir media, Robert Bolte
Agency: FC&B/San Francisco
Sr vp-grp mgmt supr, Kathleen Ames
Sr vp-mgmt suprs: John Wood, Jane Gardner
Acct suprs: Jon Dale, Richard Ward, Mary Moudry
Vp-assoc media dir, Lon Pulse

162. LISTERINE mouthwash
Warner-Lambert Co.

	media dollars 1983	1984
Magazines	$ 942,000	$ 3,965,000
Natl. Sun. mags.	115,000	210,000
Newspapers	184,000	47,000
Network tv	10,207,000	15,663,000
Spot tv	2,859,000	4,838,000
Network radio	—	—
Spot radio	101,000	221,000
Outdoor	—	—
Total	**$14,408,000**	**$24,944,000**

Classification: mouthwash (LNA D-121)
Marketing brand management:
Vp-mktg, John Walsh
Cat dir, Anne Gladding
Agency: J. Walter Thompson, N.Y.
Sr vp-acct supr, Dolly Bodick
Vp-assoc media div, Ronnie Beason
Media plnr, Anne Cutler

163. WANG
Wang Labs Inc.

	media dollars 1983	1984
Magazines	$ 1,965,000	$ 3,467,000
Natl. Sun. mags.	—	155,000
Newspapers	763,000	1,037,000
Network tv	4,329,000	14,740,000
Spot tv	1,910,000	4,508,000
Network radio	—	—
Spot radio	119,000	954,000
Outdoor	—	—
Total	**$9,086,000**	**$24,861,000**

Classification: computers and data processing equipment (LNA B-310); office machines and equipment (LNA B-320)
Marketing/brand management:
Vp-mktg, Carl Masi
Agency: Hill, Holliday, Connors, Cosmopulos, Boston
Sr vp-mgmt supr, Justin Harrington
Vp-mgmt suprs: Mark Minkin, James Herendeen
Vp-acct supr, Tom Fitzgerald
Acct suprs: Amy Schoening, Terr
Keeler
Sr vp-media dir, Felice Kincannon
Vp-assoc media dir, Rowena Alston

164. ADVIL tablets
American Home Products

	media dollars 1983	1984
Magazines	—	$ 2,189,000
Natl. Sun. mags.	—	341,000
Newspapers	—	167,000
Network tv	—	21,125,000
Spot tv	—	806,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	—	**$24,628,000**

Classification: medicines (LNA D-210)
Marketing/brand management:
Grp prod mgr, K. Bennett
Prod mgr, Kathy Lawless
Adv dir, Richard Feldheim
Agency: Young & Rubicam, N.Y.
Mgmt supr, Fred Langbecker
Media supr, Tania Levy

165. ITT electronics
International Telephone & Telegraph Corp.

	media dollars 1983	1984
Magazines	$ 4,644,000	$ 5,287,000
Natl. Sun. mags.	109,000	—
Newspapers	514,000	1,366,000
Network tv	3,718,000	11,080,000
Spot tv	5,038,000	5,705,000
Network radio	117,000	—
Spot radio	17,000	1,113,000
Outdoor	43,000	3,000
Total	**$14,200,000**	**$24,554,000**

Classification: computers (LNA B-310); communications (LNA B-140)
Marketing/brand management:
Dir adv & sales prom, J. Paul Jannuzzo
Mgr con adv, Robert Cronenwett
Agency: Biederman & Co., N.Y.
Sr vp-mgmt rep, Jack Mason
Acct supr, Bob Sigmund
Sr vp-media dir, Monica Shaffer
Media plnrs: Eileen Applebaum, Ine
Gassman

166. SHELL
Royal Dutch/Shell Group

	media dollars 1983	media dollars 1984
Magazines	$ 20,000	$ 2,271,000
Natl. Sun. mags.	—	—
Newspapers	171,000	1,660,000
Network tv	1,697,000	1,643,000
Spot tv	7,659,000	9,709,000
Network radio	—	—
Spot radio	1,599,000	9,105,000
Outdoor	71,000	39,000
Total	**$11,217,000**	**$24,427,000**

Classification: gasoline, oil (LNA T-210); pest control (LNA T-640)

Marketing/brand management:
Vp-mktg, J.W. Schutzenhofer
Adv-sales prom mgr, J.H. Haines
Agency: Ogilvy & Mather, Houston
Vp-mgmt supr, Kirk Walden
Vp-assoc media mgr, Dan Frazier

167. REYNOLDS
Reynolds Metals

	media dollars 1983	media dollars 1984
Magazines	$ 1,169,000	$ 2,208,000
Natl. Sun. mags.	224,000	—
Newspapers	692,000	768,000
Network tv	—	—
Spot tv	21,310,000	21,384,000
Network radio	—	—
Spot radio	—	—
Outdoor	18,000	6,000
Total	**$23,413,000**	**$24,366,000**

Classification: food wraps and foils (LNA H-233)

Marketing/brand management:
Natl mktg mgr, P. W. Miltenberger
Div adv mgr, J.D. Mickle
Dir prod adv, S.C. Gaible
Agencies: J. Walter Thompson, N.Y.
(foil wrap)
Sr vp-mgmt dir, Jack Morrissey
Vp-sr acct suprs: Bob Bird, William Dasheff
Sr vp-media dir, Richard Kostyra
Assoc media dir, Ronnie Beason
Tucker Wayne, Atlanta
(oven cooking bags)
Sr vp-media dir, William Zuspan
Media plnr, Jill Ditton
Acct supr, Jim Reeder
Acct exec, Barrett Batson
Lord, Geller, Federico, Einstein, N.Y.
(plastic wrap)
Sr vp-mgmt supr, Sally Minard
Vp-acct supr, Charles Lloyd
Vp-assoc media dir, Sondra Gage

168. SAFEWAY stores
Safeway Food

	media dollars 1983	media dollars 1984
Magazines	$ 942,000	$ 1,414,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	—	—
Spot tv	19,470,000	20,118,000
Network radio	—	—
Spot radio	1,722,000	2,624,000
Outdoor	7,000	142,000
Total	**$22,141,000**	**$24,298,000**

Classification: all retail

Marketing/brand management:
Sr vp-dir mktg, John H. Prinster
Vp-adv & prom, Ron Giglio
Agency: Ketchum Advertising/San Francisco
(Corporate)
Sr vp-grp dir, Diane Snedaker
Mgmt supr, Terry DiCario
Acct exec, Zonda Montgomery
Vp-media dir, Cheryl Kroyer
Advertising managers determine media expenditures for respective divisions. Each division employs agency for broadcast — 15 different agencies used throughout U.S.

169. PRUDENTIAL insurance
Prudential Insurance Co.

	media dollars 1983	media dollars 1984
Magazines	$ 4,225,000	$ 1,803,000
Natl. Sun. mags.	—	—
Newspapers	596,000	650,000
Network tv	17,225,000	19,831,000
Spot tv	2,551,000	1,717,000
Network radio	—	—
Spot radio	181,000	183,000
Outdoor	—	36,000
Total	**$24,778,000**	**$24,220,000**

Classification: insurance (LNA B-210); finance (LNA B-150)

Marketing/brand management:
Vp-pub affairs, Connie Sartain
Vp-adv,Scott Mason
Adv mgr, Mary Lou Sack
Agency: Ted Bates, N.Y.
Exec vp-client srvcs,Lee Hines
Vp-mgmt supr, Tim Corrigan
Acct exec, Hugh Fanning
Asst acct exec, Janis Abrams
Vp-media dir, Tom Mullen
Assoc media dir, Gaye Sussman
Media supr, Carlos Cintron
Media plnr, Stu Finklestein

170. EXXON
Exxon Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 3,228,000	$ 4,608,000
Natl. Sun. mags.	—	53,000
Newspapers	3,418,000	2,080,000
Network tv	1,111,000	—
Spot tv	16,210,000	16,239,000
Network radio	580,000	—
Spot radio	407,000	267,000
Outdoor	201,000	755,000
Total	**$25,155,000**	**$24,002,000**

Classifications: general (LNA T-230); gasoline, oil (LNA T-210);

Marketing/brand management:
(Brand/promotional)
Adv mgr, J. L. Stanislaus (Exxon Co. U.S.A.,Houston)
(Institutional)
Mgr, J. Kenneth Kansas (Exxon Corp., New York)
Agencies: McCann-Erickson, N.Y.
(Exxon Co. U.S.A., Houston)
Exec vp-mgmt supr, J. G. Hetherly
Vp-acct dir, Jack W. Collins
Acct suprs: Al Kehr, Eric Herbst, David Kunkel
Vp-media dir, Jim Shelby
McCaffrey & McCall, N.Y.
(Exxon Corp, New York)
Sr vp-acct mgmt, John B. Collins
Vp-acct exec, Shelia Walker
Sr vp-media dir, Tom Wilson
Vp-media mgr, Tom Wilson
Vp-assoc media dir, Hans Zucker
Media supr, Ann Price

171. MILTON BRADLEY games
Hasbro Inc.

	media dollars 1983	media dollars 1984
Magazines	—	$ 238,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	$ 5,842,000	6,585,000
Spot tv	15,828,000	17,140,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$21,670,000**	**$23,963,000**

Classification: games, toys (LNA G-450)

Marketing/brand management:
Pres, John O'Donnell
Gen mgr, E. David Wilson
Dir prod mgmt, Michael Meyers
Vp-adv, George Merritt
Agency: Griffin Bacal Inc., N.Y.

Pres, Tom Griffin
Exec vp-client srvcs, Paul Kurnit
Mgmt supr, Jeff Zwetchkenbaum
Exec vp-media prog srvcs, Arthur Heller

172. HEWLETT-PACKARD computers
Hewlett-Packard Co.

	media dollars 1983	1984
Magazines	$ 7,597,000	$11,363,000
Natl. Sun. mags.	—	62,000
Newspapers	3,832,000	4,630,000
Network tv	—	2,328,000
Spot tv	2,374,000	5,308,000
Network radio	—	—
Spot radio	379,000	26,000
Outdoor	—	3,000
Total	**$14,182,000**	**$23,658,000**

Classification: computers (LNA B-310)
Marketing/brand management:
Dir mktg comm, Russell Berg
Agencies: Leo Burnett, Chicago
Sr vp-acct dir, John Peterson
Acct supr, Raj Gupta
Exec vp-media srvcs dir, Willard Hadlock
Vp-media dir, Robert Kirkpatrick
DFS, San Francisco
Sr vp-mgmt supr, David Dunn
Sr vp-media dir, Laura Dearborn

173. LUVS diapers
Procter & Gamble

	media dollars 1983	1984
Magazines	$ 1,832,000	$ 2,001,000
Natl. Sun. mags.	—	—
Newspapers	417,000	228,000
Network tv	9,405,000	11,666,000
Spot tv	6,722,000	9,382,000
Network radio	—	—
Spot radio	—	141,000
Outdoor	—	164,000
Total	**$18,376,000**	**$23,582,000**

Classification: underclothing (LNA A-120)
Marketing/brand management:
Div mgr, R. R. Nicolosi
Adv mgr, W. J. Wallace
The media group includes:
Dir ntwk rel, Russ Condit
Media dir, J. W. Van Cleave
Asst media dir, Gordon Young
Media mgrs: E. R. Plowden, Lynne C. Veil, James R. Maxwell, Marian Grant
Media Suprs: James P. Connell, S. F. Bentzinger, John Taylor, Susan Porter, Stuart Kunkler
Ntwk coor, Dinah J. Noble
Ntwk scheduler, Kathy Amann
Media asst, Judy Markel
Agency: DFS, New York
Exec vp-mgmt dir, Richard O'Brien
Sr vp-mgmt supr, Richard Pounder
Acct supr, Mitchell Cogert
Exec vp-dir mktg srvcs, Allen Banks
Vp-sr assoc media dir, Richard Weigand
Assoc media dir, Maureen Welch

174. BLACK & DECKER products
Black & Decker Corp.

	media dollars 1983	1984
Magazines	$ 1,580,000	$ 4,515,000
Natl. Sun. mag.	496,000	—
Newspapers	750,000	876,000
Network tv	7,048,000	14,659,000
Spot tv	3,721,000	3,175,000
Network radio	—	—
Spot radio	—	312,000
Outdoor	—	12,000
Total	**$13,595,000**	**$23,549,000**

Classification: hand and power tools (LNA H-520); household equipment & supplies (LNA H-200)
Marketing/brand management:
Vps-mktg: Ron McDonald (consumer power tools), Phil Ray (professional tools), Jerry Lindauer (consumer accessories)
Agencies: BBDO, N.Y.
(consumer products)
Exec vp-sr mgmt rep, Ken Rogers
Sr vp-mgmt supr, Joseph Crowley
Exec vp-dir of media srvcs, Arnie Semsky
Sr vp-dir of media plng srvcs, Mike Drake
Sr vp-dir ntwk tv & prog, William Croasdale
Vp-assoc media dir, Bruno Crea
Lewis, Gilman & Kynett, Philadelphia
(professional products)
Vp-acct supr, Robert Schell
Media mgr, Gloria Pedalino

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175. STAYFREE pads
Johnson & Johnson

	media dollars 1983	1984
Magazines	$ 3,293,000	$ 4,338,000
Natl. Sun. mags.	—	—
Newspapers	58,000	—
Network tv	8,489,000	19,036,000
Spot tv	147,000	42,000
Network radio	—	—
Spot radio	38,000	—
Outdoor	—	—
Total	**$12,025,000**	**$23,416,000**

Classification: feminine hygiene products (LNA D-123)
Marketing/brand management:
Vp-mktg, J. B. Ziegler
Prod dir, Doug Reed
Young & Rubicam, N.Y.
Grp dir, acct mgmt, Anne Zopfi
Sr vp-grp media supr, Joseph Mannix

176. DE BEERS diamonds
De Beers Con. Mines

	media dollars 1983	1984
Magazines	$11,884,000	$12,612,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	8,095,000	9,142,000
Spot tv	1,188,000	1,412,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$21,167,000**	**$23,166,000**

Classification: jewelry (LNA G-211)
Agency: N W Ayer, N.Y.
Exec vp-exec acct dir, George H. Eversman
Sr vp-mgmt supr, Harkness Cram
Vp-acct supr, Judy Laughren
Vp-grp media dir, David Lehmkuhl
Assoc media dir, Andrea Fields
Media supr, Jean Connolly

177. SPRINT
GTE Corp.

	media dollars 1983	1984
Magazines	$ 408,000	$ 1,216,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	21,000	6,231,000
Spot tv	20,093,000	14,693,000
Network radio	—	—
Spot radio	1,013,000	1,013,000
Outdoor	—	—
Total	**$21,535,000**	**$23,153,000**

Classification: communications (LNA B-140)
Marketing/brand management:
Dir adv, Ralph Sherman
Agency: J. Walter Thompson, S.F.
Sr vp-acct dir, Jeff Smith
Vp-mgmt supr, Steve Sanchez
Acct suprs: Tina Meinig, Sherry Carniglia
Media dir, Gabe Samuels
Assoc media dir, Al Adams
Media plnrs: Melissa Batavia (residential), Mindy Kirshbaum (business)
Asst plnr, Lewis Groner

178. OIL OF OLAY

Richardson-Vicks

	media dollars	
	1983	1984
Magazines	$ 2,804,000	$ 5,118,000
Natl. Sun. mags.	—	—
Newspapers	—	—
Network tv	13,304,000	7,722,000
Spot tv	5,811,000	10,227,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$21,919,000**	**$23,067,000**

Classification: cosmetics (LNA D-110)
Marketing/brand management:
Vp-mktg skin care prods, Tom Laughlin
Dir of media, Irwin Fleischer
Mgr media admin, Evelyn Fitzsimmons
Agency: Young & Rubicam, N.Y.
Sr vp-mgmt supr, Robert Gleckler
Acct supr, Sean Healey
Acct execs: Judy Reiss, Bob Maresca
Sr vp-media grp supr, Nancy Smith
Media supr, Linda Frankel

179. CHEERIOS cereal

General Mills

	media dollars	
	1983	1984
Magazines	$ 26,000	$ 3,000
Natl. Sun. mags.	—	—
Newspapers	725,000	22,000
Network tv	9,278,000	7,951,000
Spot tv	10,760,000	14,950,000
Network radio	—	—
Spot radio	—	138,000
Outdoor	—	—
Total	**$20,789,000**	**$23,064,000**

Classification: cereals (LNA F-122)
Marketing/brand management:
Vp-dir mktg srvcs, Stephen R. Demeritt
Prod mgr, Rick Schaeffer
Adv srvcs dir, Robert J. Blake
Media srvcs dir, Hal Nitch
Media mgr, Pamela Rothmeier
Agency: DFS, New York
Exec vp-mgmt supr, E. F. Bunn
Vp-mgmt supr, Michael Burns
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Jack Irving
Vp-assoc media dir, R. Greenberg

180. BELL ATLANTIC

	media dollars	
	1983	1984
Magazines	$ 258,000	$ 580,000
Natl. Sun. mags.	61,000	—
Newspapers	5,243,000	6,402,000
Network tv	—	—
Spot tv	—	8,628,000
Network radio	—	—
Spot radio	876,000	5,380,000
Outdoor	—	—
Total	**$6,438,000**	**$22,990,000**

Classification: communications (LNA B-145)
Marketing/brand management:
Dist staff adv mgrs: Paul Truntick (Bell Atlantic), Steve Alston (Penn. Bell/Diamond Bell), Grace De Paola (N.J. Bell), Nick Linn (C&P Bell)
Agencies: Ketchum/Philadelphia
(Bell Atlantic — corporate)
Exec vp, John Fitzgerald
Mgmt supr, Don Kohri
Acct supr, Debra Hoxter
Media dir, Marjorie Lefcoe
Sr media plnr, John DeSanto
Ketchum/Washington
(Bell Atlantic — management services, Chesapeake & Potomac)
Sr vp-gen mgr, Tom Rich
Vp-mgmt supr, Sam Rand
Sr acct exec, Joe Sharlit
Vp-assoc media dir, Mike Walsh (Pittsburgh)
Bozell & Jacobs, Union, N.J.
(New Jersey Bell)
Exec vp-gen mgr, Ron Vrba
Acct supr, Jayne Gretz
Vp-media dir, Richard V. Berry
Lewis Gilman & Kynett, Philadelphia
(Bell Atlantic Yellow Pages, Mobile Systems, Bell of Pennsylvania, Diamond State (Del.) Telephone)
Acct execs: Chris Snyder (BAYP), Brian Goerke (Bell Pa./Del.), Peter Gladstone (BAMS)
Media mgr, Fred Moffatt

181. AQUA-FRESH toothpaste

Beecham

	media dollars	
	1983	1984
Magazines	$ 969,000	$ 707,000
Natl. Sun. mags.	—	—
Newspapers	—	17,000
Network tv	22,757,000	20,991,000
Spot tv	812,000	1,258,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$24,538,000**	**$22,973,000**

Classification: toothpaste (LNA D-120)
Marketing/brand management:
Vp-mktg, R. Snell
Media dir, Philip Branch
Agency: Grey, New York
Sr vp-acct mgmt, Robert Burruss
Exec vp-dir media & prog, Alec Gerster
Vp-assoc media dir, Jack Jadick

182. ATARI

Atari Corp.

	media dollars	
	1983	1984
Magazines	$ 5,894,000	$ 2,053,000
Natl. Sun. mags.	377,000	—
Newspapers	4,244,000	1,661,000
Network tv	50,035,000	18,028,000
Spot tv	9,652,000	937,000
Network radio	373,000	62,000
Spot radio	2,109,000	192,000
Outdoor	10,000	—
Total	**$72,894,000**	**$22,933,000**

Say Congratulations
with new Competitive-Rate
U.S. Savings Bonds ★ America's favorite way to save!

Classifications: games (LNA G-460); home electronics (LNA H-320)
Marketing/brand management:
Ceo, Jack Tramiel
Agency:
(Unassigned at press time)

183. KROGER foods
Kroger

	media dollars 1983	media dollars 1984
Magazines	$ 246,000	$ 6,000
Natl. Sun. mags.	—	—
Newspapers	(no data)	(no data)
Network tv	—	—
Spot tv	17,310,000	20,455,000
Network radio	—	—
Spot radio	1,380,000	2,164,000
Outdoor	596,000	259,000
Total	**$19,532,000**	**$22,884,000**

Classifications: all retail
Marketing/brand management:
Vp-adv, Dick Owens
Dir of adv, Alan Siec
Agency: Campbell-Mithun, Chicago
Sr vp-mgmt supr, Bill White
Vp-media dir, Arthur Edelstein
Vp-assoc media dir, Janet Bak

184. AMTRAK railroad
National Railroad Passenger Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 4,958,000	$ 4,017,000
Natl. Sun. mags.	1,142,000	1,671,000
Newspapers	5,979,000	9,505,000
Network tv	—	—
Spot tv	7,089,000	5,178,000
Network radio	289,000	6,000
Spot radio	1,586,000	1,562,000
Outdoor	246,000	813,000
Total	**$21,289,000**	**$22,752,000**

Classification: railroad travel (LNA T-411)
Marketing/brand management:
Exec vp-mktg & bus dev, William Norman
Dir adv & sales prom, William Castleberry
Agency: Needham Harper Worldwide
Sr vp-mgmt rep, Roy Lancaster
Vp-assoc media dir, Robert Huff

Trend comments on page 50.

185. SWANSON foods
Campbell Soup

	media dollars 1983	media dollars 1984
Magazines	$ 1,316,000	$ 1,898,000
Natl. Sun. mags.	104,000	56,000
Newspapers	1,461,000	348,000
Network tv	11,127,000	13,474,000
Spot tv	7,341,000	6,374,000
Network radio	—	—
Spot radio	27,000	—
Outdoor	—	9,000
Total	**$21,376,000**	**$22,159,000**

Classifications: meats, poultry, fish (LNA F-150); prepared foods (LNA F-120)
Marketing/brand management:
Vp-mktg, H.M. Baum
Pres-CSC advtg, Paul N. Muleahy
Vp-con srvcs, Z. Coulson
Dir media srvcs, George D. Mahrlig
(frozen food group)
Grp gen mgr, S.A. McNeil
Mktg div (LeMenu), Tom Noto
Div mktg, R.F. Bernstock
Mktg mgrs: D.E. Lynn, R.M. Revelle, G.S. Loesch, J.L. Slocum, S. Trainor-Smith
Agencies: CSC Advertising, Camden (house agency)
Ogilvy & Mather, N.Y.
(Swanson LeMenu)
Exec vp-supr, Graham Phillis
Sr vp-acct grp dir, Cliff Angers
Vp-mgmt suprs, Stephanie Becker, Fred Lamparter
Acct suprs: Sally Luce, Phil Juliano
Acct execs: J. Cohen, Kathleen Frick
Sr vp-assoc media dir, Tony Nacinovich
Vp-asst media dir, Mark Belton
Ogilvy & Mather, San Francisco
(Swanson regular, Hungry Man)
Sr vp-gen mgr, Donald D. Ashley
Sr vp-mgmt supr, Ira S. Zuckerman
Vp-acct supr, Patricia S. Hader
Vp-media dir, Patricia McCall

186. DEL MONTE
R.J. Reynolds

	media dollars 1983	media dollars 1984
Magazines	$ 1,639,000	$ 1,694,000
Natl. Sun. mags.	1,234,000	462,000
Newspapers	1,011,000	396,000
Network tv	4,645,000	15,257,000
Spot tv	4,741,000	3,390,000
Network radio	—	—
Spot radio	12,000	649,000
Outdoor	266,000	118,000
Total	**$13,548,000**	**$21,966,000**

Classification: foods (LNA F-100)
Marketing/brand management:
Vp-mktg — (dry groceries/beverage div), Stephen Rothschild
Vp-prod mgmt (seasonal products), Richard Lynch
McCann-Erickson, San Francisco
(canned and dried foods, fresh fruit)
Sr vp-dep mgr, Ewan Macdonald
Sr vp-mgmt supr, Wayne Fulcher
Vp-mgmt supr, Walter Menzel
Vp-assoc media dir, Susan Zanotti

187. HERTZ car rentals
RCA Corp

	media dollars 1983	media dollars 1984
Magazines	$ 1,968,000	$ 3,279,000
Natl. Sun. mags.	47,000	115,000
Newspapers	8,429,000	7,566,000
Network tv	8,855,000	3,415,000
Spot tv	1,356,000	5,449,000
Network radio	—	—
Spot radio	3,712,000	2,035,000
Outdoor	23,000	104,000
Total	**$24,390,000**	**$21,963,000**

Classification: car rentals (LNA T-114, T-410)
Marketing/brand management:
Sr vp-mktg, Brian Kennedy
Dir of adv, David Hahn
Agencies: Scali, McCabe & Sloves, N.Y.
Sr vp-mgmt supr, Murray Gaylord
Vp-assoc media dir, Bill Bender

188. SHARP electronics
Sharp Corp.

	media dollars 1983	media dollars 1984
Magazines	$ 1,979,000	$ 4,813,000
Natl. Sun. mags.	—	—
Newspapers	1,307,000	1,280,000
Network tv	12,310,000	14,230,000
Spot tv	1,605,000	1,139,000
Network radio	—	—
Spot radio	—	—
Outdoor	186,000	435,000
Total	**$17,387,000**	**$21,897,000**

Classification: computers (LNA B-310); office machines (LNA B-320); video systems (LNA H-310)
Marketing/brand management:
Mgr corp comm & mktg, Daniel J. Infanti
Mgrs mktg comm: Don Osborne (industrial), Jerry Orenstein (consumer)
Agency: Scali, McCabe & Sloves, N.Y.

Sr vp-mgmt supr, Bill Tucker
Vps-mgmt supr: Jay Durante (consumer), Larry McNaughton (industrial)
Vp-assoc media div, Maryann Coffas

189. RAGU foods
Chesebrough-Pond's

	media dollars 1983	1984
Magazines	$ 824,000	$ 730,000
Natl. Sun. mags.	—	353,000
Newspapers	325,000	629,000
Network tv	12,368,000	17,169,000
Spot tv	5,925,000	1,439,000
Network radio	—	1,546,000
Spot radio	—	—
Outdoor	—	—
Total	**$19,442,000**	**$21,866,000**

Classifications: sauces (LNA F-117); prepared mixes (LNA F-113)
Marketing/brand management:
Mktg dir, Michael Jeans
Grp prod mgrs: Robert Maurer (Ragu, Adolph's), John Rice (Pizza Quick sauce, new products)
Media dir-corp, Joseph Campion
Agency: Waring & LaRosa, N.Y.
Sr vp-mgmt supr, Irwin Levy
Acct supr, Clark Olver
Acct execs, Ron James, Ellie Schwartz
Sr vp-media dir, Martin Narva
Vp-assoc media dir, Jean Mandel

190. ESTEE LAUDER cosmetics
Estee Lauder Inc.

	media dollars 1983	1984
Magazines	$ 4,510,000	$ 7,367,000
Natl. Sun. mags.	552,000	830,000
Newspapers	1,237,000	1,220,000
Network tv	—	—
Spot tv	11,028,000	11,885,000
Network radio	—	—
Spot radio	357,000	433,000
Outdoor	—	4,000
Total	**$17,684,000**	**$21,739,000**

Classification: cosmetics and beauty aids (LNA D-110)
Marketing/brand management:
Dir adv, Joan Kass (bdcst)
Mgr coop adv, Linda Siegel
Agency: AC&R, New York
Vp-acct supr, Lida Burpee
Sr vp-media div, Michael Langone
Vp-assoc media dir, Margaret Langone

191. LOWENBRAU beer
Philip Morris

	media dollars 1983	1984
Magazines	$ 130,000	$ 454,000
Natl. Sun. mags.	—	—
Newspapers	81,000	18,000
Network tv	15,918,000	12,387,000
Spot tv	4,748,000	5,762,000
Network radio	—	—
Spot radio	4,020,000	3,045,000
Outdoor	18,000	14,000
Total	**$24,915,000**	**$21,680,000**

Classification: beer (LNA F-310)
Marketing/brand management:
Vp-brand mgmt, Robert A. Toledo
Grp prod dir, Jay R. Neidenberg
Brand mgr, Tamara Hauck
Agency: Backer & Spielvogel, N.Y.
Sr vp-grp mgmt supr, Jeffrey Palmer
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Scott Butler

192. WEIGHT WATCHERS
H. J. Heinz

	media dollars 1983	1984
Magazines	$ 3,805,000	$ 3,670,000
Natl. Sun. mags.	133,000	151,000
Newspapers	459,000	92,000
Network tv	9,438,000	10,758,000
Spot tv	4,063,000	6,963,000
Network radio	—	—
Spot radio	149,000	—
Outdoor	63,000	6,000
Total	**$18,110,000**	**$21,640,000**

Classification: prepared foods (LNA F-120)
Marketing/brand management:
Vp-mktg 2nd oper, Les Parducci
Gen mktg mgr, Cathy Messinger
Agency: Doyle Dane Bernbach, N.Y.
Grp sr vp, Bob Freeman
Vp-acct supr, Mark Abrams
Assoc media dir, Dorothy Nicholls
Media plnr, Paul Sammon

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193. MOBIL gasoline/oil
Mobil Oil

	media dollars 1983	1984
Magazines	$ 3,190,000	$ 3,086,000
Natl. Sun mags.	1,306,000	1,055,000
Newspapers	6,473,000	6,448,000
Network tv	6,000	187,000
Spot tv	7,384,000	9,580,000
Network radio	—	—
Spot radio	1,630,000	1,047,000
Outdoor	40,000	33,000
Total	**$20,029,000**	**$21,436,000**

Classifications: general promotion (LNA T-230); gas/oil (LNA T-211)
Marketing/brand management:
(U.S. Marketing and Refining Div.)
Vp-gen mgr mktg, Joseph B. Hinton
Gen mgr mktg srvcs, K. C. Esty
Adv/sales prom mgr, A. G. Spiess
Mgr comm adv, Isaac Kershaw
(public affairs div.)
Vp-public affairs, Herbert Schmertz
Gen mgr-pub rel, J. B. Merrell
Agencies: DDB, New York
Exec vp, Larry Iannuzzelli
Exec vp-dir media & prog, Michael Drexler
Vp-media plng dir, George Huelser
Assoc media plng dir, Stan Grayson
Creamer, New York/Chicago
(farm and industrial)
(New York)
Sr vp-acct supr, Fred Dixon
Sr vp-media dir, Allan Linderman
Media supr, Irwin Joseph
(Chicago)
Vp-agric grp head, Ron Hortsman
Sr media plnr/buyer, Jim Wyza

194. MEISTER BRAU beer
Philip Morris Inc.

	media dollars 1983	1984
Magazines	—	—
Natl. Sun. mags.	—	—
Newspapers	$ 1,028,000	$ 41,000
Network tv	8,300,000	18,336,000
Spot tv	2,887,000	2,906,000
Network radio	—	—
Spot radio	—	—
Outdoor	9,000	25,000
Total	**$12,224,000**	**$21,308,000**

Classification: beer (LNA F-130)
Marketing/brand management:
Vp-brand mgmt, Robert A. Toledo
Grp prod dir, Jay R. Neidenberg
Brand mgr, Mike Boykin

Agency: Backer & Spielvogel, N.Y.
Sr vp-grp mgmt supr, Jeffrey Palmer
Exec vp-dir media srvcs, Stephen Leff
Sr vp-media dir, Jay Schoenfeld
Vp-assoc media dir, Scott Butler

195. REPUBLIC
Republic Airlines

	media dollars	
	1983	1984
Magazines	$ 1,785,000	$ 394,000
Natl. Sun. mags.	—	—
Newspapers	11,660,000	9,165,000
Network tv	2,053,000	1,528,000
Spot tv	5,175,000	3,527,000
Network radio	—	—
Spot radio	5,337,000	5,672,000
Outdoor	1,010,000	1,014,000
Total	**$27,020,000**	**$21,300,000**

Classification: passenger travel (LNA T-410)
Marketing/brand management:
Sr vp-mktg comm, A. B. Magary
Dir of mktg comm, John W. Temple
Mgr of mktg comm, Deborah Cundy
Agency: DFS, New York
Exec vp-acct dir, Thomas E. Bohan
Sr vp-mgmt supr, Mike Keeshan
Exec vp-dir mktg srvcs, Allen Banks
Sr vp-sr assoc media dir, Ira Weinblatt
Assoc media dir, Don Morrison

196. WOOLWORTH
F. W. Woolworth

	media dollars	
	1983	1984
Magazines	$ 200,000	$ 225,000
Natl. Sun. mags.	—	—
Newspapers	21,228,000	21,000,000
Network tv	—	—
Spot tv	176,000	10,000
Network radio	—	—
Spot radio	531,000	45,000
Outdoor	—	—
Total	**$22,135,000**	**$21,280,000**

Classification: all retail
Marketing/brand management:
Sr vp-merchandise, Bob Lynn
Vp-sales & adv, Gary Fuller
Dir adv, Charles Worley
Agency: Sawdon & Bess, N.Y.
Chmn/ceo, Jerome Bess
Pres, Martin M. Mitchell
Exec vp-mgmt supr, Donald L. Patrick
Sr vp-media dir, John Prendergast
Bdcst dir, David Wahlberg

197. CRYSTAL LIGHT diet drink mix
General Foods

	media dollars	
	1983	1984
Magazines	—	$ 443,000
Natl. Sun. mags.	—	—
Newspapers	$ 261,000	162,000
Network tv	—	13,169,000
Spot tv	6,760,000	6,643,000
Network radio	—	—
Spot radio	131,000	839,000
Outdoor	—	—
Total	**$7,152,000**	**$21,256,000**

Classification: fruit juices and drinks (LNA F-172)
Marketing/brand management:
Gen mgr, R. Sansone
Mktg mgr, G. Murphy
The media group includes:
Dir, media srvcs, David K. Braun
Assoc dir, media srvcs, D. J. Miceli
Mgr, local media, Gary Gruneberg
Asst mgr, local media L. F. Meyer
Mgr, plng buying: Brenda Jansen (network)
Asst mgrs, plng buying: Kathy Olvany-Riordan (print), Jonathan Sims (research)
Media asst, Bobby Asano
Agencies: Benton & Bowles, N.Y.
Sr vp-acct dir, Dick Hopple
Vp-assoc media dir, Brian Hughes

198. VIDAL SASSOON hair products
Richardson-Vicks Inc.

	media dollars	
	1983	1984
Magazines	$ 1,360,000	$ 2,856,000
Natl. Sun. mags.	—	—
Newspapers	32,000	—
Network tv	7,007,000	16,346,000
Spot tv	5,085,000	1,275,000
Network radio	692,000	744,000
Spot radio	29,000	—
Outdoor	—	—
Total	**$14,205,000**	**$21,221,000**

Classification: hair products (LNA D-140)
Marketing/brand management:
Sr corp vp-adv, Laurance Taylor
Agency: Peter Rogers, N.Y.
Pres-Acct exec, Peter Rogers
Sr vp-dir acct srvcs, Gerry Tabaczyk
Vp-media dir, Chuck Cohen

199. MAXITHINS pads
Tambrands

	media dollars	
	1983	1984
Magazines	$ 3,720,000	$ 4,422,000
Natl. Sun. mags.	21,000	—
Newspapers	54,000	80,000
Network tv	12,899,000	15,904,000
Spot tv	363,000	669,000
Network radio	—	—
Spot radio	—	—
Outdoor	—	—
Total	**$17,057,000**	**$21,075,000**

Classification: feminine hygiene (LNA D-123)
Marketing/brand management:
Vp-mktg, Douglas B. Fox
Prod mgr, Jan Rock
Agencies: MCA Advertising, N.Y.
Vp-acct mgr, Jack McFadden
Sr vp-dir of media, Dawn Sibley
Assoc media dir, Jim Vail
Castor Spanish Intl, N.Y.
(Spanish markets — corporate/product)
Pres, Castor Fernandez
Vp-gen mgr, Jorge Renardus
Media dir, Carlos Delgado
Media asst, Gustaro Gatell
Media buyer, Nieres Diaz

200. AMOCO
Standard Oil of Indiana

	media dollars	
	1983	1984
Magazines	$ 542,000	$ 3,198,000
Natl. Sun. mags.	—	—
Newspapers	547,000	1,142,000
Network tv	—	—
Spot tv	12,056,000	11,587,000
Network radio	—	—
Spot radio	1,264,000	4,579,000
Outdoor	321,000	499,000
Total	**$14,730,000**	**$21,005,000**

Classification: gasoline and oil (LNA T-210)
Marketing/brand management:
Sr vp mktg, S. G. Van Sickle
Gen mgr mktg, John C. Bergman
Dir of adv, John A Stitzell
Agency: D'Arcy MacManus Masius, Chicago
Sr vp-mgmt supr, John Breen
Acct grp suprs, Gary Waldron, Rick Grant
Sr vp-dir media srvcs, Joseph Zeller
Assoc media dir, Dave Wurfel
Media supr, Karen Johnson
Media plnrs: Jeanette Jummati, Tim Ives

Who's squeezing whom in the lemon-lime wars?

In the next battle in the soft drink industry, Coca-Cola and Pepsi-Cola USA step outside the cola arena to go after 7Up's strong lead in lemon-lime. High stakes have set off a charged fight that could prove troublesome for not only the loser.

Michael Melia

> "Our competitors are stunned to see national sales impact from a brand that is still being introduced."
>
> JOHN COSTELLO,
> senior vp/sales and marketing, Pepsi-Cola USA

Distracted by Bill Cosby's slurps of new Coke and Pepsi's mocking of its rival's taste gamble, a second highly charged soft drink skirmish has been all but lost in the colas' froth.

The fight for supremacy of the lemon-lime category, however, is bubbling over. Although lemon-lime drinks command only 13% of the total $20-billion-in-revenue soft drink industry, they have become increasingly important as marketers seek new or underdeveloped beverage segments to ignite sales in a maturing business. The battle for control promises to be an emotional one, mixing pride, grudges, ingenuity — and money.

Can a revitalized Coca-Cola maintain rapid sales growth for its zesty Sprite to surpass 7Up as the leading lemon-lime by next year? Can a slower-moving but solid Seven-Up Co. take the fizz out of its challenger and retain its long-coveted leadership position? Will the roll-out of Pepsi-Cola USA's Slice, a lemon-lime soft drink with 10% fruit juice, create a fast-growing refreshment to propel the sluggish industry while fulfilling its aim to snare second place in the segment between its two able competitors?

The projections are mixed. Sprite has less than half 7Up's volume but is riding a huge wave of momentum. Aggressive price discounting, sharp ads proclaiming superior taste, and ad funds double the size of two years ago have helped to spin the drink out from its lethargic past. Last year, regular Sprite advanced 28% in sales while diet Sprite leaped 55%, according to figures in *Beverage Industry* from Furman, Selz, Mager, Dietz & Birney analyst John Maxwell. The gains helped Sprite advance from eighth most popular beverage overall to sixth.

The two brands haven't eased up this year either. Nielsen data, which measures take home sales at grocery stores, shows that for the first four months of this year, the sugared "lymon" Sprite grew 29% while the diet version with NutraSweet gained 58%. "If the trend lines continue," believes Jesse Meyers, publisher of the industry newsletter, *Beverage Digest*, "Sprite could topple 7Up by next year."

For sure, Seven-Up, a subsidiary of Philip Morris Inc., has been bruised. Regular 7Up managed only a 1% rise and diet 7Up climbed nearly 12% last year, but the flagship still slipped a notch to fourth place overall as diet Coke swept by it. The news is mixed for Seven-Up so far this year too. The Nielsens indicate that sugared 7Up slipped 3% during the first four months of 1985. Diet 7Up, however, gained another 11%.

A big part of the St. Louis-based company's problems is its inability to get its two-year-old cola called Like into more than 50% of the country, points out Emanuel Goldman, an analyst with Montgomery Securities.

Seven-Up needs the volume and profit potential of a cola, which make up over 63% of total soft drink sales, to compete effectively with the cola giants. But many of Seven-Up's bottlers also carry either Coke or Pepsi and are prohibited by their contracts with these syrup producers to carry a competing product. Few, if any of these bottlers are willing to give up the assured profits and clout of carrying a Coke or a Pepsi to take on newcomer Like. Therefore, Seven-Up continues to wage a David vs. Goliath fight, with its own relatively small 7% stake jockeying against the cola giants' combined and mushrooming 66% share domination of the industry.

Its lack of comparative heft can hurt in many ways. For instance, a Coca-Cola bottler can spread the cost of discounting Sprite over a high percentage of other Coca-Cola brands it distributes. But the independent bottlers that Seven-Up relies heavily upon are hard-pressed to do the same. Brand 7Up might contribute as much as 75% of that bottler's volume.

With the stakes that much higher, the company has returned to the advertising theme that brought it prominence and growth. It has resurrected the memorable UnCola campaign, and turned away from comparative ads which touted such qualities as no caffeine.

Scott Dine

Seven-Up's Schmed reasserts 7Up's dominance in lemon-lime.

At the heart of the new campaign's strategy is a reassertion of Seven-Up's leadership position and the brand's strong taste alternative to its lemon-lime invaders. "Our competitors have a long way to go before they approach the sort of volume that Seven-Up is doing," asserts Charles W. Schmed, executive vice president of the soft drink concern. Schmed oversees Seven-Up's $41.5 million of advertising ammunition, an effort 58% more mighty than in 1983. Part of Seven-Up's strategy this year is to re-direct 25% more ad dollars to teenagers, a group Pepsi has successfully embraced with its rock video commercials.

But Seven-Up not only has to deflect Coca-Cola's attacks, but Pepsi's onslaught into lemon-lime with new brand, Slice. The drink is intriguing because it seeks to harness consumers concerned with imbibing more natural, supposedly-healthful foods by adding fruit juice to its effervescent soda base.

Pepsi has high hopes for Slice. With only 20% distribution in the U.S., Slice has cut itself a generous .7% piece of the market share pie during the Nielsen reporting period, February/March. "I think our competitors are stunned to see national sales impact from a brand that is still being introduced," says John Costello, senior vice president, sales and marketing.

But to meet its objectives, Slice must continue that stellar performance as it rolls nationwide, and that is questionable. The drink has been distributed so far in several strong lemon-lime markets, such as the West Coast. This may mean that Slice could fall short of its projected 3.5 market share nationwide.

With 10% juice, Slice is seen by Pepsi and industry observers as being distinct from its two other lemon-lime based soft drinks. Teem, with a marginal share of under 1% of the total market, is strong primarily in vending machine sales. Mountain Dew, a sugary, high-caffeine beverage, claims eighth place among all soft drinks, but carries a hillbilly image for its popularity in the Appalachian region.

But Pepsi's Slice may be hampered by distribution problems of its own. A riled Seven-Up has seen to it that franchise agreements restrict any of its bottlers, even if they are also a Pepsi franchise, from taking on Slice. Even so, analyst Goldman figures Slice will be able to reach 70% national distribution without bumping up against

SEVEN-UP Media Spending

	1983	1984	% change
Magazines	$ 406,000	$ 811,000	100%
Sunday mags	314,000	–	–
Newspapers	1,700,000	1,151,000	– 35%
Network TV	13,503,000	22,087,000	+ 63%
Spot TV	6,402,000	12,154,000	+ 89%
Spot radio	2,935,000	4,823,000	+ 64%
Outdoor	958,000	439,000	– 45%
Total	$26,278,000	$41,485,000	+ 58%

SPRITE Media Spending

	1983	1984	% change
Magazines	$ 1,604,000	$ 503,000	– 69%
Sunday mags	–	–	–
Newspapers	164,000	427,000	+ 260%
Network TV	16,388,000	18,843,000	+ 15%
Spot TV	7,791,000	10,033,000	+ 29%
Spot radio	731,000	1,149,000	+ 57%
Outdoor	75,000	20,000	– 73%
Total	$26,763,000	30,975,000	+ 16%

Source: M&MD, LNA, RER, Media Records; Seven-Up figures for 7-Up brand only

Seven-Up's exclusive turf. Seemingly unworried, Seven-Up's Schmed notes, "It's going to be fun to watch Sprite and Slice fight for second place in the lemon-lime category."

The pileup of companies competing for soft drink customers' gullets has many observers predicting further consolidation in the industry. As Coca-Cola and Pepsi-Cola increase their hold on the marketplace — and their fight between themselves — the price of playing in the game increases exponentially. Only those with deep pockets dare apply. For example, last year R. J. Reynolds bought both Canada Dry and Sunkist. In addition, smaller soft drink producer Dr Pepper has been forced to opt for a regional strategy despite continuous attempts to be a strong national contender.

Fueling the pressure on soft drink makers are other beverages such as bottled waters, juices, wine coolers and beer. These liquids have successfully positioned themselves as refreshment drinks, thereby increasing the competition to slake thirsts.

These factors, plus changing demographics, have caused the soft drink industry to grow more slowly. Overall, the industry has been managing a 4% annual gain the past few years, largely on the huge success of diet sodas. With the pace of growth slackened from the 10% annual increases recorded in the early 1970's, soft drink producers are looking to develop undermarketed niches. "Now that the cola giants have assumed an even greater share of the total market and have essentially blunted Seven-Up's Like cola, they are looking to segments such as lemon-lime," says Michael Bellas, president of Beverage Marketing Corp., a market research firm. The lemon-lime segment grew 7.8% last year, outpacing cola's 5.6% rise. "Now Seven-Up is facing a much tougher battle," he says. David A. Goldman, an analyst at E.F. Hutton comments, "I wouldn't be sleeping well if I was Seven-Up. They are either going to be sold or scaled back to a regional brand," he predicts.

Nonsense, snaps Seven-Up's Schmed. "We get very frustrated over all of this talk about the selling of the company. If you look at the investments we've made, they're all to develop the kind of bottler system and brands that we need to be profitable on a long-term basis," he counters. As an example, he points to the recent completion of a $20 million research and development center in St. Louis. He also notes that in an effort to exert greater influence over its bottlers, Seven-Up has increased its company-owned bottling operations from one to 17 since 1978, and has also furthered its distribution and marketing capabilities by participating as equity partners with more of its bottlers.

Jay Leviton

Coca-Cola's Zyman aims to topple 7Up from first place.

Seven-Up's Schmed says it's going to be fun to watch Sprite and Slice fight for second place in the lemon-lime category.

Schmed quickly dismisses the notion of 7Up becoming a regional beverage. "If you go back three years, you'll find that brand Coke, even with the introduction of caffeine-free Coke, has been off 1.7% during that period, while regular brand 7Up grew 16.2%," tells Schmed. "I don't think I'm going to try to tell you that I think brand Coke is going to turn into a regional brand because of that three-year period," he asserts. Meanwhile, parent Philip Morris continues to reaffirm its loyalty to Seven-Up, noting that its corporate revenues of $13.2 billion and profits of $888.5 million are ample enough to absorb any losses. (The subsidiary eked out a $5.3 million operating profit on sales of $734 million last year — the first time it was in the black since 1979, a year after it was acquired.)

Schmed also has an explanation for Sprite's sure-footed attack against 7Up. "It's a question of focus," he says. "First diet Coke was introduced and their bottlers emphasized that drink and de-emphasized Sprite so, naturally, volume suffered. Then, when diet Coke became established, Coca-Cola decided to spend as much money advertising Sprite as I spend on advertising 7Up, which is a hell of a lot of money, and all of a sudden, miraculously, Sprite turns around," he says somewhat sarcastically. (Sprite's ad budget of $31 million has nearly doubled over the past two years.)

Schmed says, though, that he welcomes Sprite's feistiness. "Our competition is spending disproportionate amounts of media and marketing dollars against Sprite to establish a position. As that high level of spending drops back, as it always does once a company decides that they've reached the plateau that they can maintain," he reasons, "we see Seven-Up having an opportunity to grow significantly in a much larger category that our competition has helped create for us."

But Coca-Cola's senior vice president of marketing, Sergio Zyman, labels any promotional or advertising cutbacks as "wishful thinking. Our share is going up every day, and basically, you start becoming very efficient in your spending. You have to keep [spending] the same dollars to remain competitive, but your volume goes up," he argues. Taking note of Sprite's superior taste claims, Patrick Garner, vice president and brand manager for Sprite, declares, "7Up in many ways has become the absence of many things. It's uncola. It's no caffeine. In the diet version, it's no saccharin and no diet aftertaste. We believe those are generic category benefits. You have to have all of those things and then one more, and we call that best taste."

Seven-Up, however, doesn't seem too worried about Sprite's claims of superior taste. Schmed explains that their market research shows consumers

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The Maxxum clicks for Minolta

The future is a pretty picture for second-ranked Minolta, based on the successful introduction of its fully automatic single-lens reflex camera, the Maxxum. Even the competition is impressed, and number-one Canon can feel Minolta's breath.

"We bet a heavy percent of the company on the success of Maxxum," confides James D. de Merlier, director of marketing for Minolta's photographic division. The prize they are after is not just the successful introduction of an innovative 35mm camera. With Maxxum, Minolta is out to dominate the upscale amateur segment of the $8.5 billion photography market. And Maxxum may be just the product to launch them to the top.

Number-two Minolta put 240 engineers to work for three years to develop a product to help them unseat the market leader, Canon. The result, the Maxxum, is the first single-lens reflex (SLR) 35mm camera to offer the full range of automatic features. To accomplish this feat, Minolta developed a hybrid metal/plastic casing to replace the costly (and heavy) traditional metal body. The new, moldable casing is so successful, according to Herbert Keppler, editor of *Modern Photography*, that "even if I showed you where the metal leaves off and the plastic begins, you couldn't see it."

De Merlier hopes the full menu of automatic features will work the same magic for the SLR segment as it did for the range finder cameras — and he's not alone. "The new cycle of enthusiasm for SLR's is just beginning," says John Widlicka, director and national sales manager of Canon's camera division. Right now, he points out, the auto focus cameras represent 10% of the SLR market at the high end of that segment. He believes that cameras such as the Maxxum and Canon's own auto focus entry, the T-80, will help rejuvenate the stagnant segment.

INTRODUCING MINOLTA
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AUTOFOCUS SYSTEM
ONLY THE HUMAN EYE FOCUSES FASTER.
MINOLTA
ONLY FROM THE MIND OF MINOLTA
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The Maxxum may revolutionize the amateur photography field.

And if history is any indication, they may do just that. When auto focus was introduced in less expensive range finder cameras, the popularity of photography soared. Unit sales, spurred by the ease of use of these "point and shoot" models, leapt from half a million to more than two million within three years. In 1983, sales of range finders passed SLR's for the first time, 2.3 million to 2.2 million. De Merlier points out that the auto focus feature boosted unit prices 25%, to a current average of $150. And he sees no reason why the upscale consumer, willing to pay over $300 for a sophisticated camera, wouldn't shell out a 25% premium for the guarantee of perfect snaps.

Though Canon and Pentax also have auto focus models, even Widlicka concedes that "Minolta has a winning camera." More remarkable than the technology, however, is the calculated marketing strategy behind the Maxxum. "What you usually think Canon would do," crows *Modern Photography*'s Keppler, "Minolta did. For the first time, they got it all together." That the camera is back-ordered a mere six months after its introduction is the clearest testimony of Minolta's success.

Consider the introduction timing. As much as 18 months ago, de Merlier designated January 23, 1985, as D-Day. At first glance, this is an odd choice. The first quarter is usually the quietest in the photo industry. Retailers are still recovering from Christmas. Competitors' marketing funds are depleted after the traditional fourth-quarter free-for-all. Rather than introduce the Maxxum with classic timing — in the fourth quarter or in the midst of a photo trade show — de Merlier set out to be iconoclastic. He was eager for full attention from the 6,000 specialty dealers and national discount outlets, and he knew he could dominate the trade during this otherwise uneventful season. The amateur photography magazines, meanwhile, gave the introduction the most space ever devoted to a new camera — *Popular Photography*, for example, heralded the Maxxum with an eight-page spread in the March 1985 issue of the magazine.

Most important, because the media wouldn't be crowded with photo advertising, de Merlier figured his marketing budget would afford greater impact. Observers estimate that Minolta put about $15 million behind Maxxum — more than the company total in 1984 for cameras and copiers. "It appears that almost all efforts are being diverted to this camera," notes Jan Brown, supervisor of market planning and administration at rival Pentax. De Merlier, who declines to confirm the estimate, does point out that it would have cost Minolta more to bring out the Maxxum later in the year.

Most of the money has been invested in television sports, a good fit, says de Merlier, for the Maxxum's profile and tag ("Only the human eye focuses faster."). The audience for an expensive amateur camera is the active male, and Minolta plays up the Maxxum in sports magazines such as *Tennis* and *Sports Illustrated*. Because sales of the model have exceeded expectations, says de Merlier, Minolta is funneling the money back into advertising in a greater variety of media. Women, for example, buy more than half the range finder, or lens shutter, models with auto focus. De Merlier believes they'll find the Maxxum as appealing. To reach them, he prefers dual audience magazines such as *People*.

"At first, we used the 'Y-word' to describe the target," says de Merlier, coyly skirting the Yuppie label. He set his sights on a primarily male (75%), college-educated audience, between 25 and 34 years old, with a household income over $35,000. The earliest purchasers, however, have been older and more affluent than he intended, and almost all have been male. "These are the doctors and lawyers who drive around in their Porsches," he smiles, "and who must have the latest thing." He points out that these same consumers were the first VCR buyers. "As time goes by, the target audience will be what we originally set," notes de Merlier.

De Merlier hopes that the Maxxum will claim between 5% and 10% of the SLR market this year. Already, he says, he's achieved over 5%, or 110,000 units. Competitors believe de Merlier is being modest. One observer estimates Minolta's production capacity at 30,000 units per month, of which the U.S. market gets between 60% and 70%. That would mean annual sales here of about 230,000.

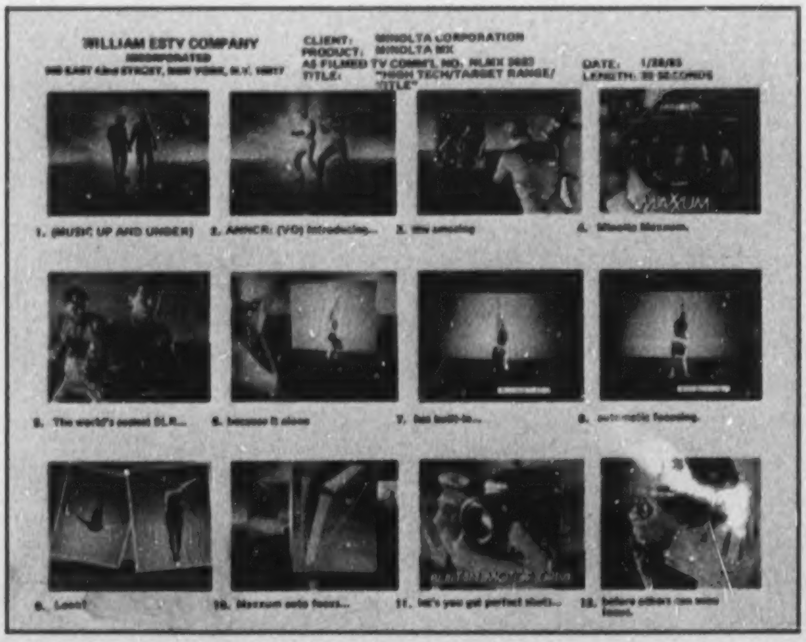
Canon's Widlicka believes those numbers are too high. Total SLR auto focus sales, he insists, do not exceed 10% of the segment. "It will take time to get consumer acceptance," he says. "That will happen — but let's not blow it out of proportion." Like Minolta, Canon has been marketing its fully automatic T-80 aggressively, but he isn't as convinced of the technology's instant acceptance. He points out that range finder sales are still going strong — 1985's projected three million, he says, is still far from the market's saturation point.

The introduction took place during the photo industry's quiet season, and was therefore noticed all the more.

"The Maxxum and T-80," says Widlicka, "are the bridges to the next generation." Canon's camera, like its auto/manual sister, the T-70, has a built-in "pictogram" that allows the user to choose different photo options (stop action vs. maximum depth of field, for example). The camera is positioned as a step up from the standard SLR's and as an easy-to-use, first-timer's camera. The company is spending an estimated $10 million to communicate this T-80 message through "a broad spectrum of media," including newspapers, magazines and television.

Pentax, third-ranked in the segment, seems to be taking a more cautious approach. The company has had auto focus on some models for five years, says Brown, "but they haven't been terribly successful until now." She adds, "There's evidence that hobbyists resist the kind of control" auto focus has over their picture-taking. Unlike Canon's Widlicka, Brown feels, "Our research indicates these cameras mainly reach the people who are in the market for an SLR. I don't think auto focus will spur overall growth in the segment." Last year, Pentax spent about $2 million on advertising — compared with the more than $25 million Canon invested.

De Merlier isn't worried by Canon's heavy spending. He believes the Maxxum presents Minolta with an opportunity to boost its share of the SLR market to the number-one slot. Share estimates vary, partly because the industry has a lot of trouble tracking the actual volume of grey market, or ille-



Television spots focus on the camera's speed and ease.

gally imported goods. But Minolta claims to have 20% of the SLR market, to Canon's 28%. Canon, on the other hand, claims a share in the "high 30's". In any case, Minolta is determined to overtake Canon, just as Canon overtook the industry with its popular AE-1 range finder. Single-lens reflex cameras have an advantage over range finders because they sight the subject directly through the lens.

Notes Keppler, "The AE-1 burst on the scene in 1976 — the first of the 'point and shoot' cameras, with auto winder, flash and auto exposure. Now Minolta's done them one better with a more expensive camera."

The admiration of the trade, however, isn't enough. "Minolta is spending more than ever before," says Canon's Widlicka, "and they're getting users." The nature of the Maxxum itself necessitates an all-out assault. Maxxum uses a different format from other Minolta cameras, a daring but risky move. The lens mount is unique, meaning that neither the six lenses offered at the introduction nor the seven brought out since will fit onto other Minolta bodies. The company decided that such a break in the line was essential to position the Maxxum as their most futuristic product, possibly at the beginning of a new line. "Changing a lens mount," says de Merlier with a grimace, "is far worse than changing a wife." But, he explains, it helps emphasize the importance of the camera body itself, which contains the microprocessors that regulate the auto features.

The average Maxxum sale is over $700 — a body with two or three lenses — compared to a more common range of $300 to $400.

35mm camera shipments (U.S.) (in 000's)

	lens shutter or range finder	single-lens reflex
1984*	2,900	2,600
1983	2,400	2,300
1982	1,300	2,500
1981	600	2,600
1980	500	2,400
1979	400	2,200
1978	400	1,900
1977	310	1,250
1976	195	785
1975	176	528

*(est.)

Source: The Wolfman Report, 1984-1985

The decision has already started paying off. The average Maxxum sale is over $700 — a body with two or three lenses — compared to a more traditional range between $300 and $400. "Most people," explains Keppler, "buy a body and flash, then come back after several months for a lens." Peter Enderline, an analyst with Smith Barney, points out that lens sales have been low for SLR cameras. "That's the rationale other Japanese manufacturers have given for not coming out with more lenses." Rather than being a turn-off, he adds, the all new lenses "would revitalize the SLR segment."

Photo dealers love the Maxxum, and not only for the higher average sale. Ever since the mass merchandisers got into selling cameras, the specialized retailers have watched their profit margins erode to almost nothing. Nowadays, the consumer buys a camera in a wide range of outlets: Camera stores still retain 41.2% of SLR sales, according to the Photographic Manufacturers Assn., but department stores claim 22%. The rest of the market is split between such varied outlets as catalog showrooms, mail-order houses, and even drug stores. The larger outlets such as K-mart or JC Penney tend to discount products heavily or even make a loss leader out of the camera department. The dealers, therefore, have gotten into the habit of heavy discounts to keep competitive. But there has been relatively little discounting of the Maxxum, at least so far. De Merlier says the average body price is $350, compared with $509 list, but he notes pointedly that the 30% markdown still means a selling price that is "10% to 15% more than the camera would normally sell for."

Observers credit Minolta's aggressive stance, coupled with heavy support for dealers, as effective in holding the line on discounts. The high-ticket cameras are not yet major carriers of the Maxxum, thus helping the camera stores maintain a healthy price level. Also, the camera does not have any direct competition, though the company's photo industry rivals have begun to push their own automatic features more aggressively. "I think the competition is making the decision now whether to go all the way (with a fully automated camera) or just dip their toes in," de Merlier says affably. In any case, he believes Minolta has about 18 months of lead time before Canon, Pentax, Olympus and Nikon introduce comparable cameras.

But the main reason dealers like the Maxxum is the defense against grey market goods built into the marketing plan. The photographic market is among the most susceptible to grey market imports, or illegally imported products that dealers sell far below even the discount price. De Merlier estimates that one-fourth of all cameras sold in the U.S. are grey-market; other estimates run as high as 30%. Minolta protects itself by marketing the camera as the 7000 in Europe and elsewhere, reserving the Maxxum name for the States. Other manufacturers have tried a similar strategy in the past, designating cameras with different model numbers in different markets, but the consumer doesn't perceive the difference. "And it's the *only* Minolta with a name," points out de Merlier.

Industry analysts believe Minolta is making the right moves to gain supremacy in cameras, currently 55% of the company's business. "Three important new products have been driving the company forward," says James Chung, a former analyst who is now director of financial relations with Fuji Film. Before the Maxxum, Minolta also had introduced the "Talkman," a range finder that literally tells the user what to do, and a sophisticated plain paper copier called "Zoom."

Not everyone agrees that the 35mm market needs a new SLR model. Ian Robinson, who heads Photographic Consultants Ltd., believes firmly that the market in the U.S. has leveled off. While the total demand for still cam-

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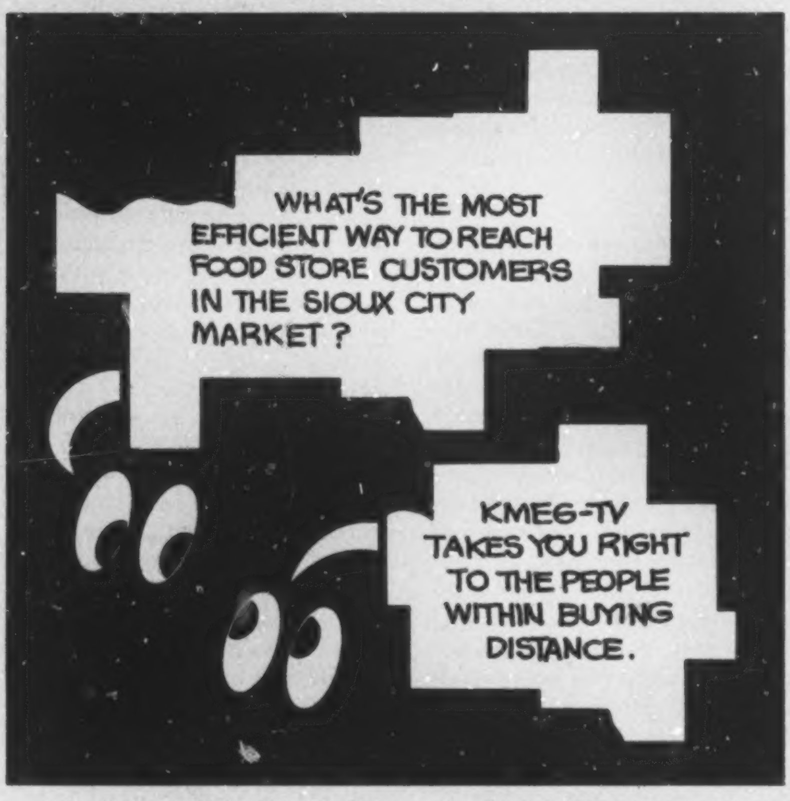
	Average	HR	RBIs	RS	On Base Avg.
Joe DiMaggio	.315	20	97	97	.387
Ted Williams	.343*	32*	114*	125*	.497*

* Led League

In truth, putting together an excellent media plan is like putting together a championship baseball team. You need an ideal blend of all the important factors. Since so few players have all the necessary tools (power, high average, fielding excellence, etc.) a general manager has to put together a patchwork quilt. He needs a blend of left-handed and right-handed hitters, a blend of home run and high average hitters, a blend of good fielders and good hitters, a blend of veterans and young players. The media planner also needs to put together a patchwork quilt that incorporates high coverage media with high composition media, that brings together highly efficient options with high impact options, and that blends the standard foundation with the creative execution.

When all the important factors come together on a baseball team, the result can be a World Series victory. When they come together on a media plan, the result can be a valuable addition to a marketing/advertising plan. Decisions in media and in baseball cannot be made solely on the basis of numbers, statistics or efficiency. They are just too misleading, and don't consider the important qualitative factors on which winners are built. When you have analyzed and digested every possible number, the real bottom line is: how the decision feels to you. And when you think numbers are the bottom line in baseball — or in media — just remember the comparison above of the 1947 baseball season.

Joe DiMaggio was voted the league's Most Valuable Player. ■


WHAT'S THE MOST EFFICIENT WAY TO REACH FOOD STORE CUSTOMERS IN THE SIOUX CITY MARKET?
KMEG-TV TAKES YOU RIGHT TO THE PEOPLE WITHIN BUYING DISTANCE.

Food store sales in the Sioux City ADI amount to more than $467 million.* And 65% of those dollars are spent in the 13-county Retail Trade Area. If that's where your stores are, that's where your customers are. So when you advertise, you need to reach people within buying distance, not viewing distance as outlined by the ADI.

KMEG-TV is tailor-made to deliver Sioux City's rich "market within the market" effectively with top-rated CBS programming. It gets your message to your market most efficiently because you don't have to pay for reaching distant viewers who aren't your customers.

Advertising on KMEG-TV could really beef up your sales. For more information, call your Harrington, Righter & Parsons representative today.

*S&MM © 1984 Retail Sales Estimates

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Harrington, Righter & Parsons National Representatives

NEWSPAPERS

By STEPHEN MARTIN

Senior vp, director of marketing services, The Martin Agency, Richmond, Va.

Message or medium?

Marshall McLuhan said, "The medium is the message." Although I've always thought there was truth in that statement, I've never bought it one hundred percent. Take newspapers. Is the public more likely to believe an advertising claim they see in a newspaper than the same claim when it appears on the small screen? There are people in our business who believe so, but my inclination is to add a big grain of salt to the hypothesis.

Not long ago I opened my local daily

Believability of Advertising in 5 Media

	Newspapers	Mags	Radio	TV	Direct Mail
Very unbelievable	1%	2%	1%	8%	12%
Unbelievable	13	21	17	36	41
Neither believable nor unbelievable	15	18	17	19	17
Believable	63	49	56	31	24
Very believable	5	3	3	3	1
Don't know	3	7	6	3	5
	100%	100%	100%	100%	100%
(Believable & very believable)	68%	52%	59%	34%	25%
Rank of medium	1	3	2	4	5

(Total no. of respondents: 1001)

Source: ORC Caravan Express

and saw an ad touting the credibility of advertising in newspapers vis a vis other media. In homage to its creators, I will say the ad was a good one in that it stopped me. The main visual was a newspaper ad showing a man eating a fictitious breakfast cereal. The copy of the ad within the ad was the man spouting claims about the product's good taste and nutritional value in a typical tv, slice-of-life way.

The ad was so well done, it not only caught my attention — I read every word. Apparently, 44% of the public would not believe the claims made in the cereal ad if it appeared on the boob tube, but the inference was that this would not be the case if the ad appeared in the newspaper. A study was quoted which said that for every person who believes a commercial on television, two will believe it in the newspaper. Even though I was reading this in the newspaper, something about it didn't ring true.

A week or so later this very report, which had been commissioned by the NAB, arrived on my desk. A note was attached from a colleague who wanted my reaction.

The study, which was conducted by Opinion Research Corporation, had been offered as evidence to support the claim that advertising in newspapers is significantly more credible than advertising on television and in other media. A key question asked in the nationwide survey required respondents to indicate how believable they considered the advertising in each of five media, using a five-point scale.

In all fairness, the text of the NAB study also said that three factors can influence the believability of an advertising message: 1) the source (i.e. the advertiser), 2) the medium in which it appears, and 3) the content of the message itself.

The data shown could well lead one to believe that the medium is the most important of the three. However, I have a hunch that content is the overriding factor. If so, it is not difficult to see why newspapers win the advertising "believability" contest when consumers are asked to rate the different media. Much of the advertising in newspapers is of the "price and item" variety. Who would doubt that they can actually buy an electric drill at K-mart for $9.99 when it says so in a newspaper ad? But taste and nutritional claims for a brand of cereal or the sex appeal you'll gain from using a certain brand of toothpaste are another matter entirely. The point is, the content of advertising on television is generally quite different than it is in newspapers.

It seems logical to me that advertisements should be judged individually as to whether the public will accept them as credible. The medium that delivers them may or may not make a difference. I say this because we have conducted literally hundreds of focus groups over the past few years to determine what benefits are best to communicate to prospects in advertising we create for products we serve. Over and over we have found that perfectly legitimate claims often will be dismissed as poppycock because they

CONSUMERS
FREE

This coupon entitles you to thousands of free consumers in Syracuse

Why? Because your ads reach so much extra spending power in Syracuse that it's like getting thousands of extra consumers free. For example, Syracusans spend twice the average amount per household on scotch,* 28% more than average on food.** And their median household income is $2,835 above average.** Let us show you why The Syracuse Newspapers are the best way to reach this profitable market. Send this coupon today.

*1983 Liquor Marketing Handbook
**1983 S & MM Survey of Buying Power

Syracuse. More than you bargain for.

Mail to Charles Vella, Syracuse Newspapers, Syracuse, NY 13221 or call 315-470-2089.

Name
Address
City
State Zip

MMD 9/84
Herald-Journal
Herald American
The Post-Standard

The Syracuse Newspapers

Represented Nationally by Newhouse Newspapers

simply do not ring true to potential customers. These rejected claims were presented by a trained psychologist, and I doubt that putting them in the newspaper or in any other medium would have made them more believable.

After a thorough review of the NAB study I can find no attempt to determine whether a particular message was judged to be more credible when it appeared in newspapers as opposed to other media. If this is in fact the case, and newspapers do lend credibility to a message, the NAB has a very important story to tell. As yet, however, I have not seen any data to support this contention. Perhaps the NAB should conduct such a study. ■

RESEARCH

By HELEN JOHNSTON

Vice president, assoc. media director, Grey Advertising

In defense of sampling

With the possible exception of politics, I can't think of an occupation more vilified than that of media researcher — at least not a legal one. Someone is usually condemning media research data for something. The media (usually those with unattractive numbers) disparage audience measurements more readily than people complain about the weather. The buyers of media cheerfully join in, especially if research results contradict their "gut feel" or "judgment."

It seems to be the consensus that such research can at best be only a crude guide to the likely differences among media vehicles and at worst a spurious misrepresentation of "real life"; that it is to be believed only if it corroborates what is already thought to be true and discredited if it presents any surprises. Never mind that this means knowledge can't be expected.

Such cynicism is the more extraordinary when you consider that millions of dollars are spent to do this research and that the only reason it is done is to be able to spend billions of advertising dollars better.

I think that media analysts like me are in some part responsible for this irrational state of affairs. We argue over methodology so vehemently and publicly that we do much toward diminishing the confidence with which research can be regarded. And we are constantly cautioning against using parts of the data which are too small to be reliable. But discussions about ways to improve methods of collecting data and cautioning against misusing data do not imply that the data are no good.

I think it useful to set the record straight on some of the issues which cause so much confusion about media audience measurement.

Sampling, for one, is made far too mysterious.

The theory of sampling is generally accepted in everyday life. A sip of wine is all that is necessary to know if you should send the bottle back; one toe in the water tells you how cold it is. But somehow there is resistance to the idea that we can learn something about the population in general by asking a sample of people. It is quite possible with a well-designed sample. Sampling theory is very well grounded. There are only a few right ways to draw a sample and the sample can be rigorously controlled. Bad sampling is usually the result of either slovenliness or cost cutting. And a bad sample is pretty easily spotted by someone evaluating a piece of research.

How the sample is drawn is not usually a concern in major syndicated research. The problem is usually what happens to the sample in the field. Obviously, not all the people drawn for the sample will agree to cooperate. This can be a problem if the people who refuse to cooperate, or who cannot be contacted, are different from those who do cooperate. Therefore, every effort must be made to get as many people as were originally drawn in a sample to cooperate. Since force or threats can't be used, there are bound to be some holdouts.

The degree to which this is a problem will vary depending upon what is being measured. Do the people who refuse to cooperate in a media audience survey have different media habits from those who do cooperate?

It is possible to speculate, for instance, that those who refuse to cooperate in a survey of television viewing or magazine reading are those who have the least interest in those media. It might therefore be possible that the surveys are producing somewhat inflated numbers since they did not succeed in reaching people who do not use the media.

Since non-cooperators usually can't be reached to find out if this is true, it is best to insist that syndicated research expend every effort to keep non-response low.

It has become conventional wisdom that surveys are least successful in reaching the very rich and that therefore they are underestimating the number of very rich that are exposed to media.

This is a subject which causes vast confusion. It is not necessarily true that because a sample is not in line with the population distribution that the audience estimate will be equally out of line. If weights are applied to realign the sample, these distortions will not occur. In fact, for efficiency reasons, samples are often made to be deliberately out of line to beef up sample size in small but important population groups.

It is true that it is difficult to get the very wealthy to cooperate in surveys. In fact, it is about equally difficult to get the very poor. Both ends of the socially economic spectrum are underrepresented in most surveys of the population.

This lack of affluent subjects need not mean that this short changes media designed to reach the affluent. A large proportion of the rich people who fall into a sample do cooperate. The issue is whether or not the rich people who cooperate are representative of rich people who do not. It would seem improbable that by some extraordinary coincidence the audience to a medium would all be found in the non-cooperator group rather than the cooperator group and therefore the audience is underestimated. Yet many a media salesman with a small number will spend a great deal of time trying to persuade agency buyers that just such a coincidence did occur for this upscale vehicle.

Statistical reliability is another issue that gets bandied about. Quite simply, given a properly drawn sample, statistical reliability is a function of sample size. The larger the sample, the more reliable the estimate. If one is measuring something extremely small (i.e. a cable network or a specialized magazine), a very large sample is required to have statistical reliability. Reliability is a readily calculated number and not one over which great discussion could or should be held.

Issues about statistical reliability and nonresponse and representativeness of the sample are really quite straightforward and unarguable.

A more hazy area in media audience surveys is the questioning method used to arrive at the media audience — the instruments of measurement and the exact wording of the question.

In television we have different results coming from meters and diaries and telephone interviews. In print we have different questioning techniques yielding different audience estimates. We know more in television about which of the available methods is likely to be "right" than we do in print. It is harder to validate an audience estimate for print and therefore know which level is the "correct" one. It is unfortunately up to the users of the data to decide that. That decision should be based upon the evidence that is available to corroborate one method or another. Too frequently the decision becomes not "which estimate is more correct?" but "which estimate supports the case I want to make?" This unfortunate state of affairs is probably the reason why audience research is viewed with so much cynicism these days.

Audience research is far from perfect. It has the statistical problems of any survey and it has the further problem of asking people to report their media exposure — something which is difficult to remember accurately. This does not mean that it can be dismissed as completely erroneous.

Yet agency media analysts are besieged by requests to dismiss the research and make up audience estimates for vehicles whose audience data doesn't look as good as their competition because "the research must be wrong."

Occasionally adjustments should be made to research results. Sometimes (very rarely) it can be demonstrated that the sample design disadvantaged a vehicle. This is usually a geographic problem when it does occur. Or, a vehicle can have undergone enough changes since the survey was done to warrant assuming that the audience is different. These are the rare exceptions. Generally, the audience estimate produced by a survey with a large, properly drawn sample, is likely to be better than any guesstimate that might be made.

Both buyers and sellers of media would be better served if we all recognized the worth of media research data and respected it for what it is — a quantitative measure of media which permits buyers and sellers to gauge cost effectiveness. ■

CABLE
By BEVERLY O'MALLEY
Senior vice president,
Dancer Fitzgerald Sample

Cable buying power

"If the networks underdeliver the West Coast by 10%, we buy spot weight to bring the area up to par! Right?"

"Right."

"If any of those markets have high BDI's or above average sales, then we do more than just bring those markets up to par; we bring them up to potential with still *more* spot tv! Right?"

"Right."

"Now if I told you that in another 30% of the U.S. your network schedule was underdelivering by 10%, you'd be concerned."

"You bet."

"And if I told you that your sales potential in that area was well above the norm, you'd be looking hard at your media plan for a recommended heavy-up in those markets."

"Right."

"Then you've just sold yourself on using cable!"

"I guess I have."

Putting your money where your sales are is hardly a new concept. Nevertheless, even with cable approaching 50% penetration of all U.S. television households in the current planning year, or 30% penetration with only those homes that subscribe to a pay service as well, it continues to be a hard-sell to some advertisers. It shouldn't be, given the sales story that cable has to tell.

We've all been through the network-erosion rationale for using cable, as well as the latest viewing data on how advertiser-supported cable is enjoying the greatest gains these days, more even than the pay channels or the independent stations. Nearly all the cable networks are now on the Nielsen meters, and competitive pressures have kept cost-per-thousands 25%-50% below that of the broadcast networks. Despite all the evidence, nothing speaks louder than the buying power of the pay cable household.

- *Pay cable households harbor the most demographically upscale audiences available in television today,* and appear to be those same audiences watching less broadcast tv.

PAY CABLE INDEX

A18-34	116
18-49	120
Att/grad college	124
Employed prof/mgr	130
HHI $30+	143
HH Size 3+	120
Total U.S. HH	(100)

- *Product usage tends to be higher in pay cable households* for a large

Continued on page 156

Continued from page 150

number of product categories:

USERS OF:	PAY CABLE HH INDEX
Frozen orange juice	110
Pre-sweetened cereal	115
Vitamins	102
Chewing tobacco	112
Candy bars	112
Imported cars	130
Pantyhose over $3/pair	127
Pre-school toys	124
Anti-perspirant	110
Imported beer	114
Loans/bank credit cards	124
Domestic airline travel	119
Fast-food restaurants	114
Non-designer jeans	125
Yogurt	112
Videocassette recorders	139
Diet cola	117

Source: SMRB 1984

- *Product usage data is available by individual cable networks*, enabling advertisers to better reach pay cable viewers during their ad-supported basic cable viewing time! Though imperfect in methodology, the Simmons data seems directionally valid, if not downright predictable and amusing at times given what we know about the programing profiles of the different cable networks.

For instance, across a full range of twelve cable networks and superstations (WTBS, WOR, WGN, Nashville, Nickelodeon, MTV, CNN, Headline News, CBN, USA, Weather, and ESPN), virtually every single one of them indexes between 116 and 134 against adults who have loans or use bank credit cards. Further, they all range between 112 and 152 in having bought non-designer jeans in the past twelve months. So we learn that cable households tend to be in debt and have kids, especially those that watch Nickelodeon, MTV, and ESPN! Men who chew tobacco are virtually impossible to find except for the whopping concentration of users watching ESPN and WTBS. Chewing tobacco aside, the research says MTV viewers buy more of everything listed above (13%-71% more). USA and WGN shine in large-family product categories, CNN and Headline News take the prize in garnering vitamin-users with a 116-123 index.

As an erosion stop-gap, cable budgets will continue to hover at the current 5% of total TV budgets (as per a recent cable conference straw-vote tally). But as an opportunity to target additional impressions against heavy users of specific product categories, cable households should be a consideration in determining how much cable is appropriate in the media plan. ■

MAGAZINES

By DONNA CAMPANELLA

Vice president, media director,
Cato Johnson/Y&R, New York

The art of getting "traded"

To some media people steeped in the ways of consumer magazines, buying trade/business publications may seem as glamorous as sparkling wine in wax containers. They've probably assigned this medium to their Third World of Advertising Vehicles — an imaginary land of blandness populated by matchbook covers, street corner leaflets and customized key rings.

Trade books' lusterless image in some media decision-making circles is largely the by-product of unfamiliarity. That breeds misconceptions such as:

- Consumer magazine planning is the major league while trade/business magazine planning is the minor.
- Trade magazine research is an unmitigated nightmare, making it a pancreas-wrenching experience to compare titles.
- Account reps for trade magazines are second-rate salespeople who couldn't make the grade in the consumer field.

Continued on page 160

Reach Los Angeles' fastest growing market... in Español!

Explore the fastest growing and most profitable community in California

A fifty-nine year old tradition of supplying the daily news, is supporting your effort.

For more about our eight billion dollar Hispanic market, just give us a call. We will send you our media kit.

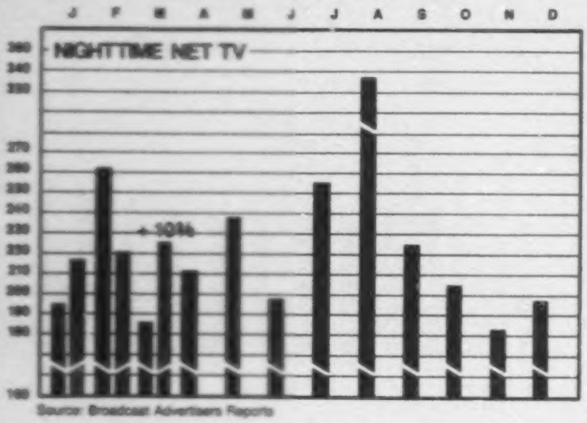
Telephone: 213-748-1191

LA OPINION

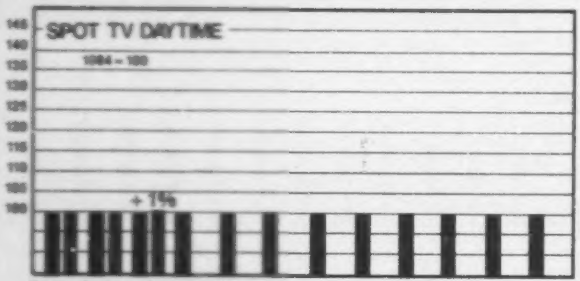
The leading Spanish language daily newspaper in the U.S.

MEDIA COST INDEX

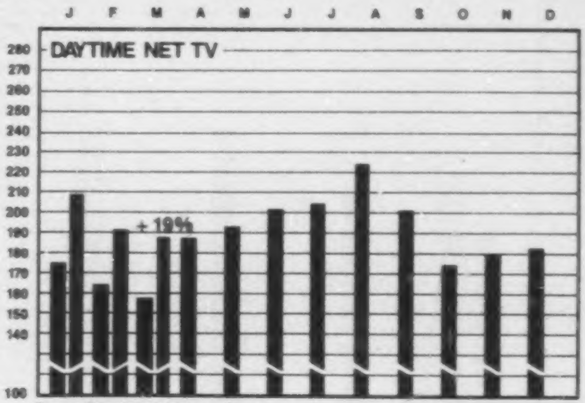
Black bars index for 1983; color bars 1984; base year 1977



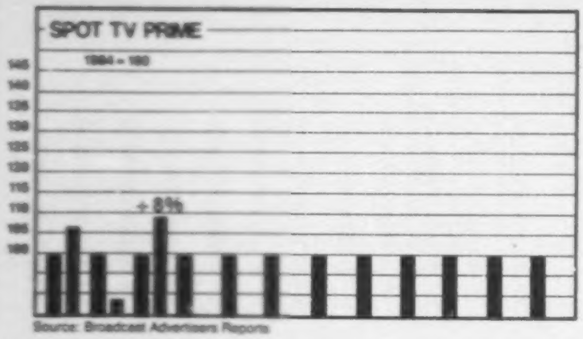
Source: Broadcast Advertisers Reports



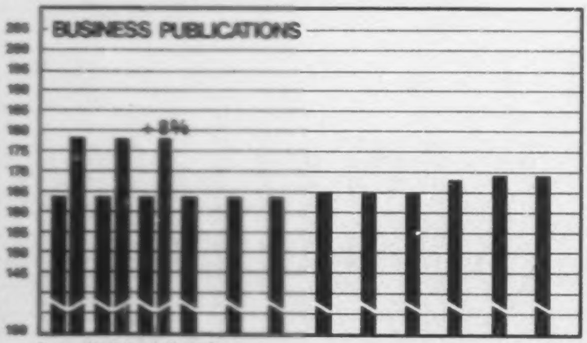
Source: Broadcast Advertisers Reports



Source: Broadcast Advertisers Reports



Source: Broadcast Advertisers Reports



Source: Marketing & Media Decisions

J F M A M J J A S O N D

This month's presentation of the Decisions' Cost Index sees the long-awaited return of a cost series for **spot television** — both **daytime** and **prime time.** The data are still compiled by Broadcast Advertisers Reports and reflect a much larger sample of stations designed to better represent the smaller stations.

Previously, the index was based on the year 1977. Since data are available on the new sample for only 1984 and 1985 to date, the base year is now 1984.

In **prime time,** spot tv changes from the same 1984 months were: January — +7%; February — −12%; March — +8%. The February decline reflects the lessened demand prompted by the 1984 Olympics, comparing rather closely with the −16% reported for network prime time in February.

Daytime spot tv held even with the same months in 1984. January and February showed no change; March showed a 1% increase.

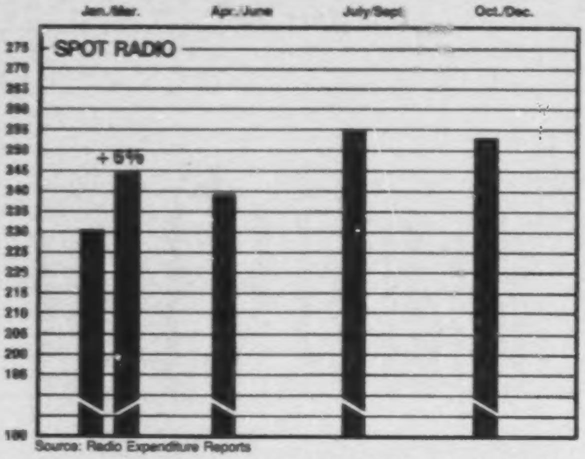
In the **network tv** area (discounting the correction to eliminate the Olympic demand) both daytime and prime time are running rather evenly month by month. In **daytime,** the March change was +19%, following changes of +19% (January) and +16% (February). **Prime time** in March was up 10%; the January change was +11%.

The print media reported as follows:

- **Outdoor** advertising continued at +7%.
- **Consumer magazines** repeated February's +8% in March; the January change was +9%.
- The **national Sunday magazines** showed a slight adjustment for March caused by a change in the number of newspapers carrying the magazines. The March-over-March change +11%, following consecutive 10% increases in January and February.
- **Business magazines** continue to show an 8% increase.
- March data for **newspapers** were not available at presstime.

MEDIA COST INDEX (continued)

Black bars index for 1983; color bars 1984; base year 1977



Source: Radio Expenditure Reports

The Media Cost Index reflects trends extracted from available sources. This analysis uses standard competitive report sources to develop comparable costs that reflect monthly cost trends by medium. Where industry competitive sources are unavailable, selected cost data from SRDS are sampled.

Sources:

Nighttime Network TV—Cost per average 30-second spot, 7:30-11 p.m. Monday-Saturday and 7-11 p.m. Sunday from Broadcast Advertisers Reports' (BAR) Network TV Service.

Daytime Network TV—Cost per average 30-second spot, 10 a.m.-4:30 p.m. Monday-Friday from BAR's Network TV Service.

Network Radio—Cost per average 30-second radio announcement from BAR's Network Radio Service.

Spot TV—prime and daytime—Cost per 30-second spot, Monday-Sunday from BAR's Spot TV Service.

Consumer Magazine estimate based on reported SRDS cost of a page, four-color in 40 national consumer magazines, as reported by Magazine Publishers Assn.

National Sunday Mags estimate based on published (rate cards) costs of a page, four-color in 40 national supplements.

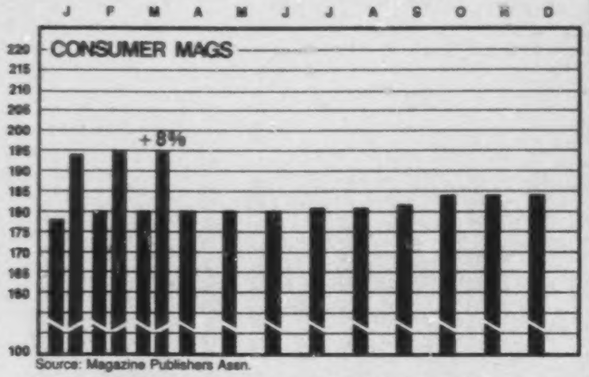
Daily Newspapers estimate based on Newspaper Advertising Bureau report of SRDS costs per agate line of a sample of 788 newspapers weighted to represent the universe.

Business Publications estimate based on reported SRDS cost of a page, four-color in 48 publications representing 42 business and professional classifications.

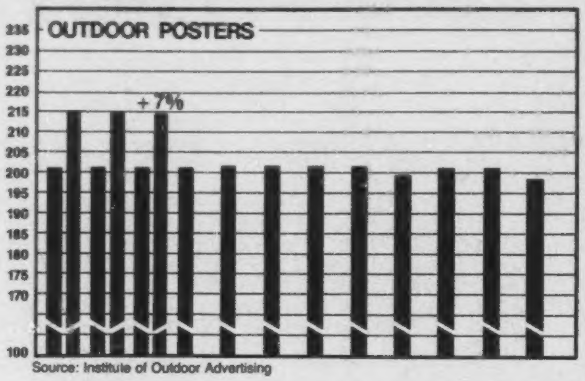
Outdoor Posters based on estimate prepared by Institute of Outdoor Advertising.

Spot Radio index represents cost of a 60-second spot in the top 100 markets from data supplied to Radio Expenditure Reports by major radio representatives.

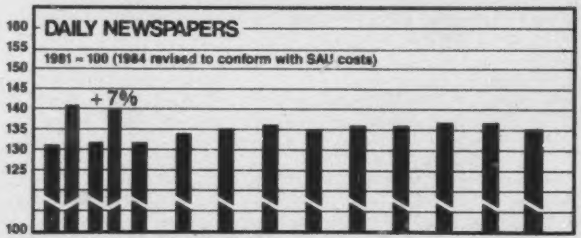
How to read: Media Cost Index reflects latest available costs compared with base year 1977. Percent change shows rate of change from the same month in previous year.



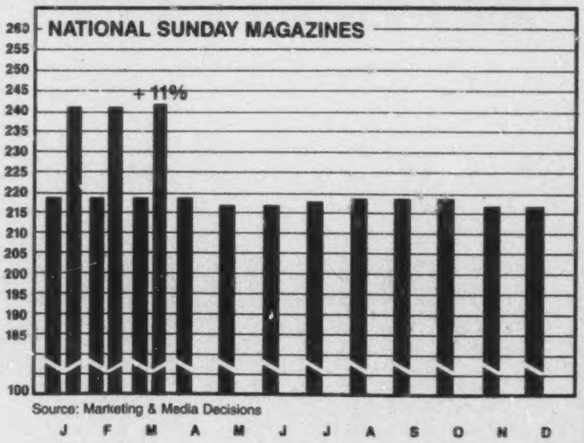
Source: Magazine Publishers Assn.



Source: Institute of Outdoor Advertising



Source: Newspaper Advertising Bureau



Source: Marketing & Media Decisions

believe 7Up is a distinctive drink. "When you talk to consumers about the brand, and you ask them to explain it, they say, '7Up is 7Up, it's unique, it's different, it has a taste all its own,' " he tells. "What we have are competitors trying to position themselves inside 7Up's frame of reference."

Meanwhile the juice-added segment that Slice — made with lemon, lime, pear and white grape juices — is helping to create has the potential to stage a miniature version of the current lemon-lime fight. Already, Coca-Cola is seeking to dwarf Slice's impact with its own fruit-based soft drink, extending equity in its Minute Maid brand by launching a 10% orange juice soda. It currently is in test market. (Pepsi intends to test a mandarin orange Slice.)

But Coke and Pepsi are unlikely to fight over this new category alone. Rumors abound that Sunkist too could enter the fray. And Seven-Up, with a strong 52% share of lemon-lime soft drink sales, is also investigating the possibility of flavor line extensions, according to Schmed. Even sparkling water Perrier has jumped into the fruit juice arena by adding twists of lemon, lime, and orange.

Buoyed by the new entries, "juice-added drinks could be 5% to 6% of the market without too much trouble," predicts analyst Goldman. It almost seems an understatement.

However, brand proliferation — with the arrival of decaffeinated drinks, diet sodas and now fruit sodas — could reach a disturbing point. Supermarket shelves have become so crowded that A&P soft drink buyer Pat Connelley and others complain of being forced to stock brands mainly on the basis of hard-to-resist trade offers. Increasingly, observers say the password to get shelf space centers not just on big trade deals — a combination of volume discounts, free cases for bulk buyers, and regularly scheduled price reductions — but on payment incentives to stores to display the brand. In the Southern California market, for instance, it is rumored that bottlers for Slice paid stores up to $1,000 to take on the brand.

"No one's ever seen a figure as high as that one," exclaims Roy Breneman, vice president of marketing for the Westinghouse Beverage Group, a large Seven-Up bottler on the West Coast. "You just have to stand by and watch. You take the $1,000 they paid to somewhere between 800 and 1,500 supermarkets in Southern California alone, and you realize it's a huge sum."

Some worry that heavy discounting could turn a brand loyalty battle into a full scale price war.

When asked about the possibility of payment incentives to stores for carrying Slice, Pepsi's Costello said he had no knowledge of such practices and declined to comment further on the issue.

Hefty price discounts have raised the level of anger in the already escalated feud between Sprite and 7Up. "What Coke and Pepsi will do is that they will sell their other brands at one price and then they'll sell Sprite and Slice at a lower price, in essence using leverage against the local Seven-Up bottler who might be doing the majority of his business on the 7Up brand," charges Seven-Up's Schmed. "Well, if he has to take his price down to meet Sprite or Slice, that's a substantially larger impact on his profit than it is for Coke, where Sprite might be 10% of his business," points out Schmed. "So they are using almost what you would call predatory kinds of retail pricing against us in selected markets across the country," says Schmed.

The major lemon-lime contenders

Market shares	
Sprite	**Seven-Up**
1984-3.8	1984-6.6
1983-3.1	1983-6.7
1982-3.2	1982-6.5

Millions of cases	
Sprite	**Seven-Up**
1984-261	1984-450.7
1983-200	1983-437.3
1982-197.5	1982-404.0

Source: John Maxwell/Furman, Selz, Mager, Dietz & Birney; Beverage Industry; Seven-Up figures for 7Up brand only

"It makes it tougher to compete when Coca-Cola can discount Sprite more than its other brands," confirms John Hartford, president of Joyce Beverages, a Seven-Up bottler based in New York. "For the last year and a half, Sprite has been driven by prices that are consistently lower than Seven-Up," Hartford complains.

But Coca-Cola's Zyman denies familiarity "with a strategy to put regular Coke, diet Coke and Tab at one price and Sprite at a second price. I mean if we had one, I would know about it, I can assure you," he emphasizes. Indeed, Zyman maintains that "price issues like displays and promotions were down for Sprite in 1984 versus 1983."

In retaliation, Zyman swipes at Seven-Up's own price promotion strategies. "Diet 7Up was almost giving the product away. You couldn't open up a magazine without there being a coupon for 25 cents or 50 cents off the next purchase," he charges. "By running the coupon on best food day and telling the trade, they got a secondary display in a lot of the stores."

While Seven-Up doesn't rule coupons out as part of its overall pricing, Schmed says that from his measurements Sprite has been featured by supermarket ads as a discounted item 60% more than 7Up. "That's not counting that it was also sold at a lower price," he adds.

The long-term consequences of vicious price wars, however, are sobering. Not only does a brand that relies on price value as its primary appeal have little hope for sustained vitality, but an industry that practices unrestrained price-cutting is bound to fall on its face. Sums up Seven-Up's Schmed: "We are turning this into a branded commodity business where we spend huge amounts of money in media advertising to theoretically establish trademark loyalty in the consumer's mind. Then we ourselves undermine that trademark loyalty by the prices we charge."

Rebecca Fannin

MINOLTA: *Continued from page 142.*

eras climbed from about 14 million units in 1982 to 17 million last year, the growth has been in non-SLR's such as range finders, which grew more than 50% in units in the past two years alone. "If you look back at the camera market over a 20-year period," he says, "you'll see that the effects of economic cycles and population growth have much more impact on the size of the market than either advertising expenditures or the amount of technology." What's happening instead, he notes, is that the film market is growing much faster — meaning there are more exposures per camera, rather than a growing number of photo buffs. Indeed, Americans took almost 12 billion pictures last year, spending $3.4 billion having them developed. This all but overwhelms the $500 million spent on range finder cameras.

None of this fazes de Merlier. In a sense, the roll-out, though national, is only half-completed, since the mass merchandisers, unable to stock as quickly as smaller retailers, are only now getting the product. "There's usually a three-to-six month lag," he notes. The "less influential demographics" that shop in mass outlets, he adds, will help bring the consumer closer to Minolta's original target. "We're not at all concerned that the Maxxum will penetrate the top of the market and stop there," states de Merlier. One reason is that first-half sales help set the stage for the fourth quarter, when about 30% of cameras are sold. Minolta also hopes to profit from the traditional rub-off effect a new product has on the rest of a company's line-up: The consumer may be enticed by Maxxum advertising and, finding the price perhaps too stiff, choose another Minolta product.

Among the considerations for the future: new models using Maxxum technology; more lenses; and different price points with more or less features.

Elsewhere, one nettlesome problem has been put to rest. No sooner had Minolta changed its logo in response to an AT&T complaint than Exxon filed a trademark infringement suit based on the Maxxum's interlocking *x*'s. "We've reached an agreed-upon solution," says de Merlier tersely. Maxxum's *x*'s are now side by side.

As for the future, "There are many ways for us to go from here," de Merlier suggests. He ticks off the possibilities: new models based on Maxxum technology; more lenses; or even different price points, with more or less features than the original. "We've got extensions in mind," he says with a mysterious smile, "but right now, the Maxxum's very successful. We don't want to crimp sales." Those sales may help Minolta pull off the only move they're sure they want to make — the move into the number-one position in the camera field.

Laura Konrad Jereski

July 1985
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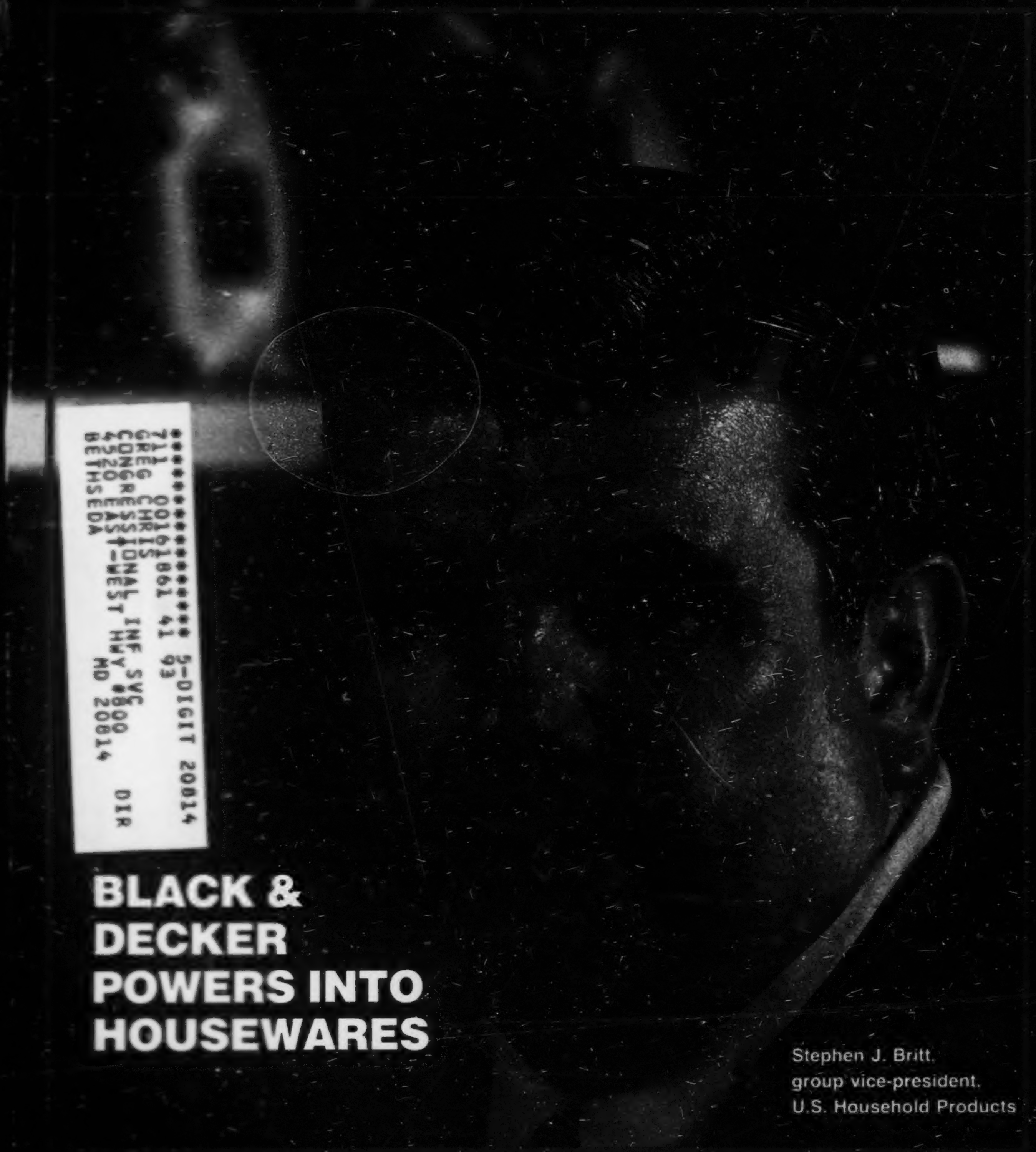

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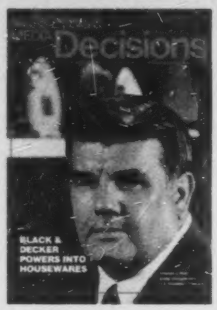
BLACK & DECKER POWERS INTO HOUSEWARES

Stephen J. Britt,
group vice-president,
U.S. Household Products



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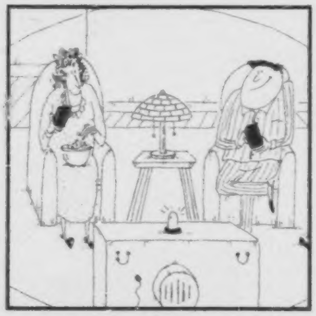

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FUTURES

Attitudes towards ads: Some change their minds

The public's attitudes towards advertising have not undergone any substantial changes in the past ten years, despite efforts by advertisers and agencies to make their ads more relevant and entertaining.

That's the bottom line on a survey conducted by telephone in January 1985 with 800 members of Mediamark Research, Inc.'s Wave 11 sample.

Ogilvy & Mather, in a recent issue of its *Listening Post* newsletter, compared the 1985 findings with those of a 1974 survey conducted by the American Association of Advertising Agencies, and they found that the same kudos and complaints apply now that were uncovered a decade ago.

The most significant difference between the two surveys was the percentage of respondents who felt that "advertising insults the intelligence of the average consumer." While 60% of the respondents agreed with this assessment in 1974, 72% agree today.

The suggestion is that today's consumers are more sophisticated and better educated than those in the past.

Other negative findings are that more people feel they tune out advertising when it is encountered (65% vs. 57%) and more feel ads make people want things they don't really need (84% vs. 78%), while less people feel ads present an honest picture of the products and services being pitched (30% vs. 41% in 1974).

On the up side, those efforts to put a little life into ads seem to be paying off on one front — 81% of those polled felt a lot of ads are funny or clever, compared to 72% in 1974.

Among the 800 sample were, by design, 150 VCR owners to measure the attitudes of these high tech fans towards advertising.

These "Electronic Innovators" are more positive in their overall appraisal of advertising than the sample at large, though the differences are marginal and the sample small.

Attitudes Toward Advertising
1974-1985

	1974 % Agree	1985 % Agree
Most ads don't tell facts, but just create a mood.	72%	73%
Most advertising insults the intelligence of the average consumer.	60	72
Products don't perform as well as the ads claim.	72	72
People really "tune out" ads and don't remember what they've seen or heard soon after.	57	65
Most advertising is in poor taste.	45	43
In general, advertisements present an honest picture of the products advertised.	41	30
There are too many commercials in a row on television.	87	92
The same ads are constantly shown again and again.	87	90

Source: Ogilvy & Mather Listening Post

. . . others change their habits

A closer look at these "Innovators" comes from the communications department at Florida State University which, with good cause, feels that key to advertising's future on tv is resting in this group's hands.

The department's Technographics Research Project derives its finding from a survey of 400 VCR users, randomly sampled, polled in May 1985.

By the department's projections, one-third of all tv homes will have remote controlled sets and 60% will have VCR's by 1990. By the end of the decade, somewhere between 80% and 90% will have both technologies.

The research team found that 36% of those persons with remote control devices for their tv's regularly use them to avoid tv ads. But if tv ads in general are deemed to be entertaining, the urge to zap is greatly reduced. Of those who do not find commercials entertaining, 46% say they use their remote control to skip the pitches. Among those who are entertained by what they see, only 29% admit to the zapping habit.

Owners of VCR's are a tougher crowd to hold, but again show signs of responding to ads that they feel entertain. While 80% of those who take no pleasure in ads admit to the fast-forward fix, this figure drops to 65% among those who enjoy the messages.

Among those who delete the messages altogether (49% of VCR owners do it "regularly"), the habit is more common with those who find nothing to like in the spots themselves.

These findings are relative in terms of the subjects' attitudes towards commercials. A large segment of this group is still avoiding commercials, whether they like them or not.

For more information, contact Drs. Forrest or Sapolsky, the study's directors at (904) 644-5034.

NEW ELECTRONIC MEDIA

No soap, cable ...or VCR

Soap Opera Digest, the behind-the-scenes magazine that peeps into soap opera stars' lives on and off the set, is gearing up for high tech distribution through cable and home video. Mark Liu, president of the magazine, says several shows are in the works for possible cable network runs as ad-sponsored packages with cross merchandising and promotion tie-ins. "We're looking to expand the magazine's presence using advertiser sponsorship through a variety of media windows: cable, home video and syndication," claims Liu. The magazine's audited circulation through December 31, 1984, was 840,732.

To strategize for the expansion, Liu hired Video Marketing Group, the Connecticut-based marketing firm which is also steering RCA, Clairol, and Spector Productions, which manages recording artists, into the various distribution channels. Laura Reitman, head of VMG, comments, "The proliferation of new technologies has created a logical market identification in which special interest publications can participate. Home video can be perceived as a parallel business, one which can utilize a magazine's existing editorial and marketing resources in a new and profitable way."

Liu emphasizes the associate relationship between magazine and distribution outlet. "Cable, home video and syndication do not each function as separate entities," he says. "They interact as a package and benefit and support each other in a complementary manner with the magazine."

The VMG design for the magazine's maturation into the video distribution outlets involves merchandising identification, premium incentives, and retail support on a variety of levels. Liu predicts, "Home video and cable will add a greater degree of reader flexibility and expand our audience by bringing into the entire business mix routes to reach the marketplace overall."

Pay tv sees its growth slow down

Pay tv grew by only 10% last year, with a net gain of 2.9 million new subscriptions for a total of 31 million pay tv subs, according to Paul Kagan Associates' latest tally. This gain represents the smallest annual advance since 1979, as indicated in the chart. Kagan attributes this slowdown to a virtual halt in big city cable construction; signal theft and competition from new technologies; pay network program duplication, and cable operators' emphasis on selling basic cable. Pay tv last year reeled in $3.8 billion in revenue, an 11.3% gain over the $3.45 billion of 1983. Meanwhile, Kagan estimates that the total number of homes accessible to pay tv marketers, either through cable or another distribution method, rose 7.5% to 76.6 million by the end of 1984. That means 90% of the country's 85 million tv homes could have subscribed to pay services, but only 34% of those, 25.6 million, actually did take the option.

Year	Net New Pay TV Subs	% Gain
1984	2,911,000	+ 10%
1983	4,936,000	+ 21
1982	5,658,000	+ 32
1981	7,132,000	+ 69
1980	3,980,000	+ 62%
1979	2,829,000	+ 79
1978	1,847,000	+107
1977	712,000	+ 70
1976	552,000	+ 54
1975	329,000	+236%

Source: Paul Kagan Associates

Advertisers for a better world?

Ted Turner has donated $500,000 to help establish a new D.C.-based, nonprofit organization, Better World Society, dedicated to producing global television programing on the issues of nuclear war, world population, and the environment. As chairman of BWS, Turner will be joined on the board of directors by Dr. Russell Peterson, president emeritus of the National Audubon Society, and Dr. Julia J. Henderson, former secretary-general of the International Planned Parenthood Federation. Other board members include Lester Brown, president of the Worldwatch Institute; Jean Michel Cousteau; Dr. Rodrigo Carazo, former president of Costa Rica, and Yaushi Alashi, under-secretary for public information at the United Nations. The Society will acquire, commission, produce and distribute tv programs addressing global issues, to, as its founding statement reads, "create a global constituency for sane, viable alternatives to the arms race, unlimited population growth, depletion of natural resources, and degradation of the environment." BWS will be looking into fictionalized as well as documentary programs that address these subjects.

In seeking a diverse funding base, BWS is approaching corporations, underwriting firms and international agencies, as well as encouraging individual support. What of the role of advertisers in such a worthy cause? "Advertisers are more willing to buy spots during a mass slaughter on *Dynasty* than back shows that present the reality of suffering," asserts Turner.

Big plans for media planning

Although media has historically taken a back seat to creative, the current complex and changing media environment is beginning to elevate media from its second-class status, according to Vitt Media International, which recently canvassed the client community on a variety of ad-related topics.

Three-fourths of the ad executives polled expressed the view that media planning had become more important in recent years and is now a critical concern. Yet despite this new emphasis on media, only 17% of the executives surveyed said that the top management of their organizations participated in making media decisions. Almost twice as many (32%) said that their top management rarely, if at all, participated in media-related decisions.

Nine of every ten advertisers are finding it difficult to compete for advertising effectiveness. The biggest problem they cite is cost.

Beyond media costs, the executives cited escalating creative costs (54%); zapping of tv commercials (40%); shrinking network tv audiences (35%), and viewer defection to cable tv (30%) as serious concerns.

Some 73% agreed that the present research available on consumer attitudes, demographics and behavior is adequate [illegible] from perfect and not completely [illegible] order to increase the effectiveness [illegible] advertising, the executives said they need research that examines the effects of advertising on actual consumer purchase behavior.

Of the executives who anticipated a greater personal involvement in their company's media planning (29%), almost half said they were only reasonably well satisfied with the media buyers working on their accounts. Twenty-seven percent said they were dissatisfied.

Of further note, 4% of the advertisers anticipate changing ad agencies; 14% did so last year. Some 57% said large or global ad agencies were best equipped to handle their accounts (78% of these respondents represented big budget advertisers). In addition, 53% said a change in the advertising's function was forthcoming in 1985.

The Vitt Media survey is based on a canvas of 101 senior-level advertising executives from product and service advertisers across the country.

Current Critical Concerns to Advertisers

	Average Score*
Effectiveness of creative	8.70
Effectiveness of the media plan	8.34
Availability of truly insightful market research	8.05
Overall clutter	8.00
Availability of top agency talent for creative	7.75
Problems in negotiating advantageous media rates	7.60
Availability of top agency people for media planning and buying	7.50
Cost control for production of commercials	7.47
Compensation; the 15% commission structure	6.66
Government restrictions (Base—101)	4.57

*Scores are based on ratings from 10 ("a critical concern") to 1 ("not important at all"). Thus the higher the score, the more advertisers are concerned about the issue.

Source: Vitt Media International

Globally, image is all

Marketers feel a global corporate image strategy can be more effective than a global brand strategy, according to a recent survey of 120 senior executives from a variety of companies.

The poll was commissioned by the New York-based design and marketing firm of Peterson Blyth Cato and the California-based research group of Cheskin & Masten.

In general, the survey showed that 36% of the executives feel it is more important today for their company's identity to be recognized around the world. However, only 9% of them are pursuing a global marketing strategy for most of their products.

The survey on global brands revealed a consensus among the executives that product marketing strategy should be considered on a country-by-country or region-by-region basis.

Few executives totally accept or reject the global concept. Although only 5% of the respondents believe the era of the "multinational corporation" will be replaced by the age of the "global corporation," 31% feel that global marketing will prove more profitable than multinational marketing for most product categories. Only 6% feel global marketing is not a viable technique for any product category.

Overall, the executives agree consumer tastes are becoming more similar worldwide, and that global marketing in the consumer sector might become increasingly effective.

UPDATE

Coca-Cola's busy

With bottlers and the public complaining that they miss the "real" Coke and don't like the reformulated version, the Coca-Cola Co. has bowed to popular demand (See *Which Coke is It?*, M&MD, June 1985). Admitting it had misjudged consumer's loyalty to the original, the company reissued it under the name Coca-Cola Classic. All eyes are now on the company — which still intends to market the new Coke — to see how it handles a potentially confusing situation for bottlers, consumers, stores and the exploitation of its travails by competitors.

On another front, the company has moved to acquire Embassy Communications and Tandem Communications for $485 million. With the deal, Coca-Cola, parent of Columbia Pictures Industries (See *Coke means clout for Columbia Pictures*, M&MD, August 1984) will be acquiring a library of tv programing, including several current network series.

Lowenbrau lands at JWT

J. Walter Thompson, Chicago, won the race for Miller Brewing's super premium Lowenbrau brand. (See *The flag, apple pie . . . and High Life*, M&MD, May 1985, pg. 60.) In May, Miller called for an agency review on the brand which was handled by Backer & Spielvogel. Lowenbrau is the second-biggest selling super premium, trailing Anheuser-Busch's Michelob. Overall, the super premium category has been declining because of the strength of the imports, and hence the agency review for Miller's Lowenbrau.

In late June four agencies made presentations on Lowenbrau — the incumbent, Backer & Spielvogel; J. Walter Thompson (Chicago); Chiat/Day (New York) and Saatchi & Saatchi Compton.

Indies gain

The Association of Independent Television Stations (INTV) reports that the top 25 advertisers placed 52% of their spot tv billings during first quarter 1985 in the independents.

In addition, INTV notes that spending by the top 25 in independent tv rose 15% for the quarter. The findings are based on a 15-market tabulation provided by Broadcast Advertisers Reports. As it did last year (See *Outlook remains bullish for independent tv*, M&MD, September 1984, pg. 62), Procter & Gamble leads the pack, spending $46 million, or 64% of its spot tv dollars, on independent stations. See chart.

TOP 25 SPOT TV ADVERTISERS:
Independent Station Usage January-March, 1985

COMPANY	TOTAL SPOT TV ($000)	INDEPENDENT SHARE OF SPOT TV DOLLARS (%)
1. Procter & Gamble	46,058	64
2. General Mills	18,800	85
3. Pepsico	17,183	35
4. Nestle S.A.	16,217	30
5. Toyota Motor Sales	15,325	50
6. Lever Bros.	13,881	47
7. Nissan Motor Co.	13,443	26
8. General Foods	12,474	66
9. Beatrice Cos.	12,175	30
10. Coca-Cola	11,910	47
11. Warner-Lambert	11,843	83
12. Mars, Inc.	11,510	81
13. Dart & Kraft	11,127	35
14. Anheuser-Busch	10,877	68
15. MCI Communications	10,803	33
16. Ralston Purina	10,457	44
17. Chrysler Corp.	10,025	37
18. Ford Motor Co.	9,891	26
19. Kellogg Co.	9,671	56
20. A.H. Robins	9,524	57
21. General Motors	9,519	37
22. Adolph Coors	8,391	51
23. Campbell Soup Co.	8,073	32
24. Nabisco Brands	7,397	68
25. Time, Inc.	7,156	64
Top 25	**$323,730**	**52%**

Source: BAR, January-March, 1985: Barcume for Total Spot TV Expenditures; BAR 15-Market Tabulation for Independent Shares

From fan loyalty to brand loyalty

Regional cable sports networks offer a way for advertisers to reclaim the avid sports fan who might otherwise have been priced out of their league.

Today you can view more home runs, touchdowns, and slam dunks on broadcast tv than ever before, but chances are you will be watching each event with fewer and fewer fans. Yet despite the ratings slump sports programing seems to be mired in, pricey rights' fees to major sporting events offer broadcast networks little choice but to pass those costs on to advertisers. The result: Super Bowl rates of at least $500,000 per :30 spot. Naturally, advertisers and agencies are looking for a way out from what they see as a no-win game.

At the heart of the declining broadcast viewership numbers is the variety of options open to the sports fan, particularly those offered by such cable networks as ESPN, USA and the superstations. Adding to this development is the perception by some that sports may have gotten too big for its own good. J. Walter Thompson, in an analysis of sports programing and its audience, finds team expansion and exposure have reduced overall interest while exorbitant salaries and reported drug use by athletes have further alienated fans. As another report on the subject by BBDO concludes, "To those in an advertising agency, sports (which generated $565 million in 1983 for 1,400 hours of ABC, NBC and CBS programing) is no longer a safe bet."

Regional Sports Networks
Home Base/Pro Teams

Service	Home base	Some of the Pro Teams
Arizona SPN	Phoenix	Phoenix Suns, San Francisco Giants, San Diego Padres
Home Sports Entertainment	Houston-Dallas	Houston Astros and Rockets, Texas Rangers, Dallas Mavericks
Home Team Sports	Washington	Washington Bullets and Capitals, Baltimore Orioles, Baltimore Blasts
MSG Network	New York	New York Rangers and Knicks and New Jersey Devils
NE Sports Network	Boston	Boston Red Sox and Bruins
PRISM	Philadelphia	Philadelphia Phillies, Flyers and 76ers
Pro-AM Sports System	Detroit	Detroit Tigers and Pistons
Sabers Productions	Buffalo	Buffalo Sabers
San Diego Cable Sports Network	San Diego	San Diego Padres
Spectrum Sports	Minneapolis	Minnesota Twins and North Stars
Sports Channel Inc.	San Antonio, Texas	San Antonio Spurs
SportsChannel New England	Boston	Boston Celtics and Hartford (Conn.) Whalers
SportsChannel	New York	New York Yankees, Mets and Islanders and New Jersey Nets
SportsVision	Chicago	Chicago White Sox, Blackhawks, Sting, Chicago Bulls
Superchannel	Seattle	Seattle Supersonics

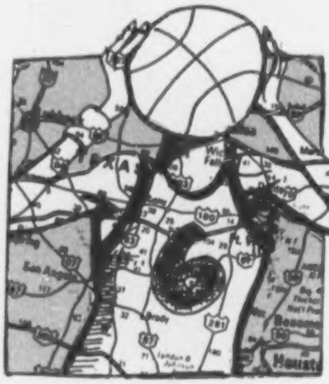
Source: QV Publishing

But the fact remains that while viewers may be restless, they still are a loyal bunch, particularly toward their home teams. While advertisers wait for more realistic rights fees which will pare down ad costs, they are turning to regional cable nets which offer local sports event coverage at reasonable prices.

Regional sports nets are taking advantage of 'broadcast sports' woes by pitching heavily to high rollers in the ad arena whose loyalty to broadcast sports is faltering. What these regional nets are claiming is a clutter-free, upper-demographic vehicle which has the added allure of offering product identification with local home teams.

While football remains the prime and pricey domain of broadcast tv, regional nets offer extensive coverage of baseball, hockey, pro and college basketball, college football, soccer and even lacrosse in limited geographic parameters.

This diversity is giving regional nets the ticket to attract national advertisers. "The advertising atmosphere is highly beneficial," says Larry Novenstern, network programing manager of BBDO. "You've got a limited number of commercial announcements compared to over-the-air. Therefore, it's a clutter free environment which gives advertisers more spot isolation." Pay events usually run a maximum of 36 spots during a three-hour game, and those are taken only during natural time-out breaks. "And you've got the true sports fan who is often paying considerable cable subscription fees, so you've got an interested, choice audience," continues Novenstern, whose client Stroh Brewery has sponsorships on several regional sports nets. "Teams with which Stroh is associated are quality franchises complementary to Stroh's image," he adds.



Dave Martin, executive vice president of media services and director of corporate media for Stroh's, supports Novenstern's bullish stance. "If you've got someone who is willing to go the extra mile to have a pay sports service, you are getting that consumer who is reaffirming his position with hard cash. You get a high interest level, though at much smaller numbers. We pay a hell of a lot considering it's cable. But we are betting on the 'come' that these kinds of services will grow and that we will be grandfathered with the relationships."

Sports Advertising Sales at ABC, CBS, NBC, 1979-1984

Year	Total $(000)	ABC (000)	CBS (000)	NBC (000)
1984	$1,465,659.1	$830,469.9	$336,959.7	$298,238.5
1983	$ 975,861.7	$338,343.2	$328,762.4	$308,756.5
1982	$ 662,900.8	$225,608.3	$232,701.4	$204,593.1
1981	$ 604,673.1	$235,200.9	$165,817.1	$203,655.1
1980	$ 542,958.8	$248,414.3	$124,668.4	$169,876.1
1979	$ 491,159.5	$208,955.5	$139,155.1	$143,048.9

Source: Broadcast Advertisers Reports.

Martin also points out, "If we had tried to buy the Detroit Tigers in Detroit, it would have cost us $4 million on broadcast, even if we could have gotten in the door, because Miller was already there on a renewal basis. On PASS (Pro-Am Sports, which carries live action of the Tigers and the Pistons), we were able to get the team plus other regional sports for a lot less, and we have a premium position." Such deals can also include a long list of perks like season tickets, extensive merchandising and promotional tie-ins, and product category exclusivity.

Regional nets' hard drive into advertising to bolster their subscriber fee revenues is part and parcel of their "evolution," says cable analyst Dantia Quirk, president of QV Publishing, which tracks trends in the cable industry. "During their early years, regional nets spend more time and effort acquiring programing, that is, signing as many professional teams as possible to build a schedule that system operators will buy," she explains. "Once they've laid this groundwork, the networks can sit down and think about selling advertising. Advertising is still a major untapped source of revenue for the sports networks," she claims. Indeed, ad dollars comprise 20% of the services' overall revenue. "But as subscriber levels increase, ad buys will become more attractive and consequently that source will become a more critical part of the revenue mix," she contends.

Based on the ad community's increasing receptivity to regional net offerings, Paul Kagan Associates estimates that the 13 pay and basic sports networks could generate $25 million this year, up from $14.2 million from 15 networks last year.

Regional sports networks are, by a most basic definition, paid-for sports services (only Madison Square Garden Network is on a basic tier) which are limited to a cable system or group of cable systems serving a particular state or geographic area. The cable subscriber pays between $9-$10 a month to watch live home team events, ranging

Geographical Overview of Regional Sports Services

Area	Service	Ownership	Coverage	No. of Subscribers	Top 20 ADI Markets Represented
New England	SportsChannel N.E. (pay cable)	Washington Post/CBS/ Rainbow	MA, RI, NH, CT, upstate NY, ME (York County)	83,434 (11/84) 96-97,000 projected year-end	Boston (#6)
New England	NESN (pay cable)	Storer/Boston Red Sox/ Boston Bruins	six-state New England region	21,385	Boston (#6)
New York Metro	Madison Square Garden Network (basic cable)	Gulf + Western	offered as basic service in 75-mile radius of NY	1.8 million	New York (#1)
New York Metro	SportsChannel N.Y. (pay cable)	Washington Post/CBS/ Rainbow	New York Metro	398,000	New York (#1)
PA/NJ/DE	PRISM (pay cable)	Washington Post/CBS/ Rainbow	Eastern/central PA, Southern NJ, No. Delaware	375,000	Phila. (#4)
Capital	Home Team Sports (pay cable)	Group W Satellite Communications	MD, VA, DE and parts of PA, WVA and NC	50,000	Washington, DC (#8) Baltimore (#20)
Mid-America	Sports Time *(shut down 3/31/85)*	Anheuser-Busch, Multimedia, TCI	Northern CO, NB, KS, OK, IA, MO, AR, IL (minus Chicago), IN, Southern OH, KY, TN	35,000 pay 900,000 basic	St. Louis (#18) Denver (#19)
Texas	Home Sports Entertainment (pay cable)	Houston Sports Assn. purchased HSE from Warner Amex in 1/85	TX, OK, LA, AR, NM	107,000	Dallas (#10) Houston (#11)
Texas	Sportschannel San Antonio (pay cable on one system)	Spurs Professional Basketball Club	San Antonio/Rogers system	12,000	0 (San Antonio is #45)
Arizona	Arizona Sports Programming Net. (pay cable on one system)	Times Mirror owns American Cable TV in Phoenix; ASPN is a service of ACT	ACT system/Phoenix	23,000	0 (Phoenix is #25)
San Diego	San Diego Cable Sports Network (pay-per-view)	Network grew out of 1984 Cox/Padres pay-per-view agreement	San Diego cable systems	PPV network averaged 7,000/game in 1984	0 (San Diego is #26)
Los Angeles	ON-TV (STV)	SelecTV (Clarion)	L.A. ADI	170,000	#2 (L.A.)
Los Angeles	DodgerVision (pay-per-view, pay cable, STV)	Agreement between Metromedia & Dodgers to show 20 games on pay TV	L.A. & other Dodgers markets	Launched 4/85	#2 (L.A.)
Los Angeles	Box Seat (S.C.A pay cable)	Daniels/Washington Post/ Rainbow/CBS	So. California	Launched spring 1985	#2 (L.A.)
Washington	Superchannel (pay cable)	Group W Satellite Communications	Washington	23,000	#16 (Seattle)
Minnesota	Spectrum (pay cable/STV)	Minn. Pay TV (50%)/ Twins & No. Stars (50%)	70-mile radius of Twin Cities	12,500	#14 (Minn./St. Paul)
Illinois	SportsVision (pay cable)	Rainbow/CBS/ Washington Post	Illinois	56,000	#3 (Chicago)
Michigan	PASS (pay cable)	Fetzer Communications	Michigan, Northern OH	30,000	#7 (Detroit)
New York State	Sabres Productions (basic cable)	Buffalo Sabres	Buffalo area cable systems	450,000	0 (Buffalo is #32)

Source: QV Publishing Inc., Economics of Regional Sports Networks, May 1984

from pro sports to college basketball, horse shows, and lacrosse. With the recent failures of *Sports Time* and *Sports Vue*, which, in addition to management problems, may have overextended their geographic reach, regional sports nets have learned that the key to their success is regionalism. "With the exception of big events, most sports don't travel well," says analyst Quirk. "Most people want to watch the sports that are being played by the teams in their market. Therefore, regional networks arose to service the needs of a finite group whose common denominator may only be the place in which they live. That can work tremendously

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Influencing the influentials

Communicating with the movers and shakers via issue advertising once promised to be as effective a corporate communications tool as the power lunch. On the surface, the promise hasn't panned out — or has it? Some companies feel it has.

David Gergen, former director of communications for the Reagan White House, screws up his face when asked if he reads issue ads placed by such giants as Mobil, United Technologies and W.R. Grace. "You mean those 'Dear Mr. President' ads?" he asks incredulously. "Does anyone?"

Apparently very few, if you're willing to believe what the Washington influentials say on the subject. Which leads to the obvious question: Why do they continue to run these messages?

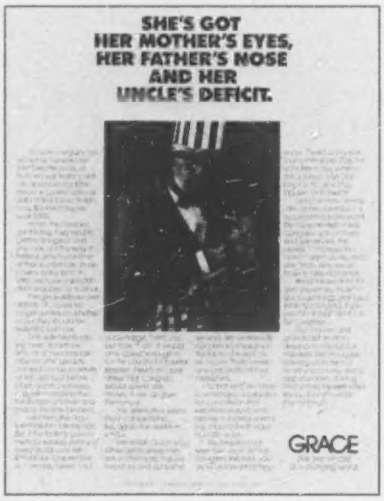
The Business Roundtable, for one, will tell you that, though there may be a question of whether the folks on the Hill read the ads, there's little doubt about the public at large.

The Roundtable ran a four-page advertisement in the May 1985 issue of *Reader's Digest*, entitled "Halt the Deficit," that included a tear-off response card. To date, *Reader's Digest* has received over 900,000 responses which the magazine is processing and forwarding to representatives and Reagan Administration decision makers.

But along with such public interest in the campaigns, some companies feel issue ads have rub-off that goes beyond the issues that they address.

Donald Rotunda, manager of editorial services for United Technologies, defends his issue ad spending as part of his company's overall image campaign. An op-ed schedule that includes four major Connecticut dailies (their home state), *The New York Times*, *The Economist*, *Atlantic* and *Harper's* magazines, and the Washington, D.C., weekly *National Journal*, achieves two main goals, notes Rotunda. First, it lends the companies name to the "Great Debate" of current affairs. And, second, it functions as a small, but vital part of the company's overall corporate identity campaign.

Identity is what corporate advertising is all about. Corporate advertising consultant Tom Garbett conducted surveys of Fortune 500 CEO's in 1980 and 1981 and found that "well under 5%" of total corporate advertising budgets went into issue-oriented ads — and those were the good years.



SHE'S GOT
HER MOTHER'S EYES,
HER FATHER'S NOSE
AND HER
UNCLE'S DEFICIT.

GRACE

W.R. Grace takes on the deficit.

The vast majority of corporate ad dollars go into ads with more pragmatic goals. Polishing an image is a favorite rationale. Conglomerates pull all their divisions together with such ads in order to boost public awareness, respect and employee morale. Market prep ads, a phrase coined by IBM, seek to keep a company's name top-of-mind to hopefully influence buying decisions down the road, while financial ads are designed to enhance a company's image in the dollars-and-cents world of Wall Street.

Oddly enough, however, though advocacy advertising represents the smallest segment of the corporate ad category and is the most removed from a company's immediate business goals, it also is the only type of advertising that can achieve all these goals.

W.R. Grace, currently involved in an issue advertising campaign focused on the growing U.S. deficit, feels this is true of its modestly-budgeted effort ($2.1 million for 1985, according to corporate advertising director Steve Elliott) to sway public opinion.

Grace is using a mixture of tv and print to urge action on the deficit from Capitol Hill while simultaneously seeking to enlist the public in its cause. Elliott explains that the tv spot last fall, which featured a beautiful baby reduced to a teary wail when presented with a bill from the government for his share of the deficit, was meant to "emotionalize the issue" and lead viewers to look into the subject. As a side note, Elliott points out that the controversial spot popped up far more frequently as a feature on news shows than in paid commercial spots.

Print ads in newspapers and such magazines as the *National Journal* provided a more detailed analysis of the subject and offered a free booklet to further educate the public at large. Newspapers, Elliott feels, are the medium of choice for such campaigns,